

THE
COACHING IN
CHALLENGING
TIMES
PLAYBOOK



RICH LITVIN

You were born for this moment.

Leadership is hard — but you can do hard. You've been through challenging times before — and you've come out stronger on the other side.

Preparation and patience top panic. And you will **always** benefit from taking 5 long, slow, deep breaths.

If you are a coach who has transitioned from leadership in another field, been burned out at the top of your career, overcome adversity yourself or helped other leaders navigate challenges, then you are ready. You know how to mitigate risk. You know how to face challenges head on. You know how to speak truth to power. You are values driven. You are not afraid to lead. And you have a service mindset.

You don't need confidence, right now. What you do need is what my friend Olivia calls a tiny act of courage. That's it. Take a deep breath. And take one tiny step.



My name is Rich Litvin. I've been bullied. I've been fired. I've struggled financially. I've felt lonely. I've lost loved ones. I've also coached clients who've lost children, had life threatening illnesses, had miscarriages, been abused, been assaulted and been through bankruptcy.



But I have also been a leader, a coach and an advisor to high level leaders for almost 30 years. I've faced many challenges (in life and business) and I've coached many people through life-changing experiences. And I've been privy to the secret challenges of elite clients, from Navy Seals to multi-millionaires. (Hint: they have the same challenges as the rest of us!)

I lead a community of almost 20,000 coaches and consultants. I wrote "The Prosperous Coach," a book that's sold 70,000 copies.

And I created "The Coaching in Challenging Times Playbook" because in challenging times, coaches and consultants are needed by their clients, more than ever...

You are ready. And we've got your back.



THREE STEPS TO GET YOU STARTED



1. When life feels scary, take 5 long, deep breaths...

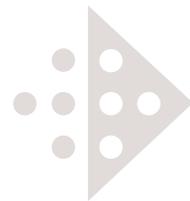
- a. If you're thinking too much: make a list of 5 things you are grateful for. Repeat if needed.
- b. If you're overwhelmed by your feelings: move your body until you're out of breath. That could be 10 pushups, 20 jumping jacks or a run around the block. Repeat if needed.

2. When the future feels uncertain, take a moment to focus on the past and the present...

- a. Write down 5 specific things you've accomplished in the past 5 days.
- b. Write down one thing you're confident about. (That's present moment confidence vs future 'hope': eg. I'm confident that I could write one article... that I could phone one client... that I've come through challenging times before...)

3. When you're wondering what to do, ask yourself 3 questions:

1. How can I help?
2. Who can I help?
3. Who can help me?



10 DISTINCTIONS

The following 10 Distinctions are designed to support you — and your clients — whenever times are uncertain, challenging or even scary. Always start with #1 and work your way through the list...

1. **Serve yourself vs Serve your clients**

If you don't take care of yourself first, you can't take the best care of your family, friends or clients.

QUESTION: How can you be your own best client?

ACTION: Get back to basics — drink water, eat well, move your body, sleep well. Repeat.

2. **Routine vs Choice**

When you're feeling overwhelmed, you need to simplify your life.

QUESTION: How can you reduce the number of decisions you need to make?

ACTION: Create and maintain a simple routine. E.g. My morning ritual: Take 5 deep breaths. Move your body. Call one client. Our family ritual: over dinner with our kids (8 and 6) we go around and each answer these questions: "What was the best bit of your day? What was the most challenging bit of your day? What's one thing you are grateful for. What's one tiny act of courage you took today?"

3. Think vs Act

When things feel urgent it's actually more important than ever to take a moment to pause. Take 5 deep breaths. Connect with your higher purpose. And only then take action.

QUESTION: What's your 25 year mission? Your real purpose in life... What are your top 3-5 values? [See my Business Manifesto on page 10.]

ACTION: Write your 25 year mission and your top 3 values. Print them on 2 pieces of paper: one on your desk; one on your nightstand. Refer to them constantly.

4. Truth vs Hope

It's time to get real about your financial situation. This isn't about hoping you'll sign a client next week.

QUESTIONS: [Cash] How much cash do you have in your accounts? [Income] How much money is due to be paid to you, in the next 30 days? [Expenses] How much money do you need to pay to others, in the next 30 days? (Variable expenses & Fixed expenses) What payments can you extend? (Loan, rent, mortgage, etc.)

ACTION: Write down a specific plan to get you through the next 90 days. Include 'What if...' scenarios. (What if my client pauses their coaching? What if that contract gets cancelled? What if I can pause my mortgage payment?)

Tell your team everything. Don't hide this, to protect them, or because you're embarrassed. If you're clear and honest, they'll rally around to support you. Your honesty and vulnerability is your strength with your team, right now.

5. Decision vs Indecision

There's always less stress on the other side of a decision. It's ok to have fear of making a decision. Just notice that there's also fear when you don't make a decision. So make a decision!

QUESTION: What's one thing you're procrastinating on, or that you want to do but you're afraid to?

ACTION: Use the 10/10/10 rule for tough decisions (it was created by Suzy Welch). For each of your choices, imagine that you just took action. Then write down how you'd feel about each decision — in 10 minutes, in 10 months and in 10 years. Make the decision. Then take one tiny step...

6. Tiny steps vs Massive action

When you're overwhelmed, you don't have much energy. So take just one tiny step.

QUESTION: What's one thing you want to do? What's the tiniest first step you can take towards that?

ACTION: Take that tiny step.

7. Serve vs Sell

Even in 'good' times, the best way to sell a service is to create huge value for someone. When times are uncertain or challenging, your only mission is to serve, serve, serve...

QUESTION: Who can I bring value to right now?

ACTION: Contact one person you can serve. Serve them so powerfully they never forget your conversation for the rest of their life.

Call your top clients, one at a time. "What's your biggest challenge, right now?" "Want some help with that?" Repeat.

Serve 2 layers deep... Call your clients and ask them, "What's the biggest challenge your clients or customers are facing right now?" Brainstorm ways you can help them.

8. Output vs Input

Cut out news and email. Limit it to once a day, if needed. The news is literally designed to scare you — because then you keep watching and they get paid. And your email inbox is other people's To Do list. Always create before you consume.

QUESTION: What's one idea or piece of advice that you need to hear most, right now?

ACTION: Write it down or record it on video. Share it with at least one person. Repeat.

9. Recurring problems vs Real problems

Wherever you go, there you are... Most problems aren't actually the problem, they're how you are **thinking** about the problem. And real problems are often the seeds for opportunity.

QUESTION: What problem are you facing now that you actually always face? (Eg. I was feeling like I have so much work to do, when I was in a crisis — until I realized that I always feel like I have so much work to do!)

ACTION: If it's a recurring problem, how is your thinking creating it? See #3. If it's a real problem, see #6.

10. Long term vs Short term

This too shall pass. So, as well as working on present challenges, begin to plan ahead. There's always a new normal after a crisis. And what used to look like Client Astonishment may no longer be so.

QUESTION: What can you create now, so that you are ready to support your clients and to create new clients, once the crisis is over?

ACTION: Write down one idea that could fascinate your clients in 6-12 months.



Your job as a leader is to be honest about the situation (with yourself, first). Then, take a deep breath and an ounce of courage. Then take just one tiny step.

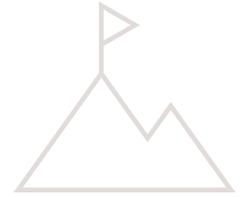
Then review your situation.

When you're ready, take another deep breath, another ounce of courage and take one more tiny step.

You are ready. And we've got your back.

Love. Rich

OUR 25 YEAR MISSION



We have a community of the most fascinating coaches on the planet.

WHAT WE DO

We help high-performing executives and entrepreneurs become high-performing coaches. And we help coaches create high-performing, high-fee clients.

MY BUSINESS MANIFESTO

1. Slow Down To Speed Up

I put quality before quantity. I put reflection before reaction.

2. Space Is Where Miracles Occur

I put Free Time, Thinking Time, Family Time and Fun on my calendar, first.

3. Do What Scares You

I Serve vs Please. I watch what everyone else is doing — and do the opposite.

4. I Coach Kings

I work only with clients who inspire me, not clients I can inspire.