



MODULE 15 – HANDOUT
The Madanes Coaching Canvas
Certificate in Enneagram Coaching
Generation 3

What is Coaching?

Coaching is a discipline based on a conversational process that helps the coachee – the person undertaking the process – achieve his or her objectives. It’s a journey from where they are today, to where they want to be.

The coachee is helped along the way by the different tools provided by the coach.

These are tools that will allow the coachees to identify their strengths, their challenges. These tools will also help the coachees better manage their lives, their emotions and their day-to-day activities so that they feel capable and competent to achieve what they marked as a goal, if:

- The coachees fully commit to the process.
- They are willing to invest available resources to make this happen (time, energy, money)
- They are willing and ready to change the things that may be preventing them from reaching their goals.

When this is the case, we say that the person is coachable. In other words, we can facilitate a coaching process with them.

The Madanes Coaching Canvas

Coaching is both a science and an art. The Madanes Coaching Canvas was designed as a one-page tool for the coach, to keep track of the whole process. You can use any piece of paper. We use Letter size but A4 or even A3 are great too. Simply divide the page into 6 columns, name each column B1 to B6 as in the following diagram, and use it to take notes and document the whole coaching process.

The Canvas is based on Madanes’ thesis that every coaching process can be broken down into six core elements. The definition and relationship of each of these elements are how a coach delivers value to a client.

B1	B2	B3	B4	B5	B6
A	DRIVING FORCES	RESTRAINING FORCES	OPTIONS	ACTION	B

The six building blocks of coaching are:

- Box 1 (Point “A”): Identifying the reality the coachee is in now.
- Box 6 (Point “B”): Identifying the coachee’s goal
- Box 2: Identifying Driving Forces (Values, Experience, Leverage)
- Box 3: Identifying Restricting Forces
- Box 4: Generating Options towards the goal
- Box 5: Taking Massive Action

Among the many benefits of using the Madanes Canvas are:

- As a coach, you have a powerful tool to manage the whole coaching process.
- When coaching, it’s easy to lose oneself in details only to later notice and realize that you spent valuable time on the wrong issues. The canvas prevents this. It keeps you focused and in control of the process.
- It’s hard to boil the whole discipline of coaching down to its simple essence, and that’s what the canvas does. It shows you the coachee’s journey from “A” to “B” and everything that needs to happen along the way to conduct a professional coaching process.
- The canvas teaches you how to systematically understand, design and implement a game changing and transformational coaching process.
- What is powerful about the Madanes Canvas is the way in which so many ideas are integrated. It’s great for seeing the linkages and how the whole picture of coaching comes together.
- It’s a tool to think through and identify all the elements you need to help your clients create breakthroughs. It pulls together all the aspects and building blocks of a coaching model in a very clear and concise manner. As a logic and visual system, this one-page tool enables the coach to quickly visualize just how all these building blocks interact. It helps catch the coach’s eyes toward the bigger picture – as well as the details required at every step of the way.
- The Canvas provides you a complete set of things you need to consider when coaching. Every facet of the coaching process is explained. It’s an effective structure that offers a truly comprehensive view of coaching.

- Think of it as a “box of Lego” for designing the inner workings of a coaching session.
- It’s a proven framework that you can apply to any particular coaching case.
- While the canvas cannot of course capture *everything* – it does provide a sound structural focus for thinking about your coaching. In doing so you can quickly see points of improvement, action and opportunity for breakthrough. But the real value is how quickly you can visually rethink a coaching process with a client. That alone can be a transformative moment.
- The Canvas stimulates your creativity as a coach:
 - by approaching the process methodically you can understand that there are many ways and options to make progress with a coaching client
 - you can design unique and innovative strategies and interventions.
 - The canvas will show you how you can innovate *from all the different parts of the process*.
 - The canvas helps you break out of traditional thought patterns and coaching strategies that sometimes get in the way of fresh thinking.
 - The flexible representation of your coaching processes give you a wide range of strategic options.
- Many people talk about coaching models, but it’s not always possible to capture the interconnected, systematic, holistic nature of coaching – as you can quickly .
- The Canvas functions as a **central management hub** for a complete suite of tools and “plugins” for all your coaching tools. It will also show you how personality systems such as the Enneagram, Myers-Briggs or Adizes PAEI can be integrated into the coaching process. The Madanes Canvas offers you optimal linkage to different models. All widely used coaching methodologies are supported, so you can work openly and flexibly.

Box #1 (B1) The Reality Today

Box #1 is the “intake” conversation. This is when we first met the coachee and ask him the famous question: what brings you to coaching? How can I be of help?

The purpose of this initial conversation is to understand where the coaching is now. What is falling apart? The “iron triangle” is the concept we use to illustrate the concept of the “Triple constraint”. It illustrates that if you are human, you have some challenge in one of the three main areas of life: health, relationships or work. The moment you begin to invest more in one of these areas, you have less time to dedicate to the other two. Whenever you decide to improve an area, you need to juggle and see how your new decision impacts the other areas.

So in this initial inquiry, we hear where in the triangle is the coachee having a challenge. What is it that they want to improve in their lives?

Some very important questions that we use to have a grasp of where the coachee is now. What is his or her reality:

- What is happening now (what, who, when, and how often)? What is the effect or result of this?
- Where are you now in relation to your goal? On a scale of 1 -10 where are you?
- For how long you've been having this challenge?
- What have you tried so far? Have you already taken any steps towards your goal? What have you done to try to solve the problem? What are one or two things you've tried to solve the problem?
- What worked? What progress have you made so far? What is working well right now?
- What has contributed to your success so far?
- What didn't work? If you look at the things you tried and didn't work: why do you think they actually didn't work?
- What's missing in your life right now? This question often points to unmet needs - and can become a powerful lesson, as we help our clients learn to take responsibility for meeting their own needs...
- On a scale of one to ten how severe/serious/urgent is the situation?

When we ask these questions, we take a summarized note of the coachee's answers on column #1 (B1) of the Canvas.

Box #6 (B1) The Desired Reality

Box #6 represents the desired reality. Here we will dig deep into defining the goal. The S.M.A.R.T. format is a commonly accepted framework for defining goals in coaching. The acronym stands for *Specific, Measurable, Attainable, Relevant, and Time-Specific*, as follows:

Specific

- What exactly do you want to achieve?
- What will put a smile in your face at the end of this coaching process? (or at the end of today's session)
- Please describe what it will look like when you get there. What will you be doing that you are not doing today? What will you be feeling that you are not feeling today?

Measurable

- How can we quantify this target?

Attainable

- Is it within reach today, or will you need to learn new skills to get there?
- Does this goal depend only on you? Or does it depend on other people? How can we state it in a way that it depends only on you?

Relevant

- Why is this goal important, relevant to you?
- From 0-10: how critical is it for you to make this change?

Time-specific

- By when you want to achieve this goal?