

2

**Action Step #2.** Be clear with your words. An easy way to keep track of what needs should be addressed, write a brief outline of topics to be covered and check them off as they are discussed. You could additionally, go over the checklist during the introduction part of the call so your client is clear about what you will be providing. Revisit the checklist at the close of the conversation and encourage the client to ask questions if they are unclear about any of the topics.



3

**Action Step #3.** If you tend to be nervous during a call, practice the conversation with your assistant or colleague. The more confident you are in the conversation, the more effective your communication will be. This is a great opportunity for questions to be addressed so you can adjust the content as needed to ensure clarity.



4

**Action Step #4.** It's going to happen - there will be some clients that you just don't jive with. Don't take it personally and focus on the commonality and areas where you see eye-to-eye. Remain professional and pay attention to providing quality service or products until the client moves on.

To obtain more high-value information to help your communication be even more client-centric so you can get even better results, check out the complimentary web class on this subject at <http://www.accountabilitycoach.com/free-articles/free-webinars/>



**ABOUT ANNE BACHRACH**

Anne Bachrach is known as The Accountability Coach™. She has over 23 years of experience training and coaching. Business owners and entrepreneurs who utilise Anne's proven systems and processes work less, make more money, and have a more balanced and successful life. Anne is the author of the books, Excuses Don't Count; Results Rule!, and Live Life with No Regrets; How the Choices We Make Impact Our Lives, No Excuses!, and The Work Life Balance Emergency Kit.

Go to <http://www.accountabilitycoach.com/landing/> and get 3 FREE gifts, including a special report on 10 Power Tips for Getting Focused, Organized, and Achieving Your Goals Now. Join the FREE Silver Inner Circle Membership today and receive 10% off on all products and services, in addition to having access to assessments and high-content resources to help you achieve your goals so you can experience a more balanced and successful life.

# The Power of Dissociation and How it Can Improve Your Relationships

by Sarah Haté (France)

*One of the things I absolutely love about NLP is the power of dissociation and perceptual positions. As a child, I was often told to put myself in someone else's shoes but, never actually told HOW to do it. I still remember how I felt when I learnt how to do this during my training to be a coach. This technique really opened my eyes to not only my own behaviour and attitudes, but also to how I could make my loved ones feel through such behaviour. It was a game changer for me, and something I continue to practise in all my relationships.*

Perceptual positions is a form of NLP modelling that enables a person to step into somebody else's shoes, in order to see what they see and feel what they feel. There are three main positions to consider when using this technique: first position or being in your own shoes, second position or being in the other person's shoes, and third position or being an outside observer.

As a coach, here is how you can set this up for your client. Begin by asking them to think of a situation involving another person, and that they would like to work on because it's stopping them from moving forwards, or at least keeping them stuck in a negative mindset. This is often some sort of conflict that they just can't manage to work through, without feeling resentment, anger, frustration, and/or guilt.

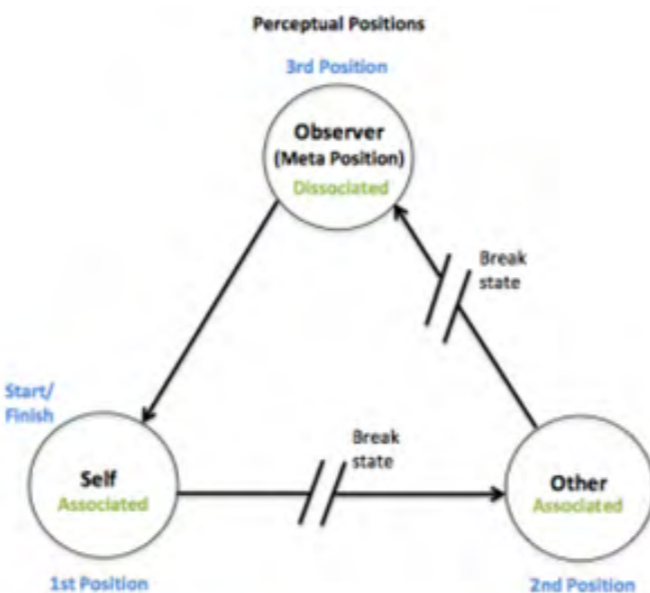
Being in the other person's position enables us to see and understand the world through their eyes, and to tap into their emotions and feelings. This can be extremely powerful and in my experience, tearful, as we often realise how our behaviour can have a negative effect on others, even if this is not our initial intention. When we step into the outside observer's role, we can analyse the relationship and identify the changes that we can make to improve it.

Once they have thought of one, you then invite them to step into their own shoes. It can be a good idea to actually get them to stand up and physically step into 'their position'. You then ask them to describe what they see, in the present tense and using the first person, even if they're describing something that happened in the past.

Once they have finished, you need to break state (distract them from their current thoughts) before inviting them to switch positions and step into the other person's shoes. The questioning will be the same as before. Break state again once your client has finished answering. The last step in this process is to invite them to become an observer, so that they can have an overview of the situation and the relationship dynamics.

The last step is actually the most important because it enables the client to understand the situation from both positions. Your questioning needs to slightly change, as you are now encouraging them to talk in the third person, as an observer. Once everything has been said in this position, you ask your client what they can do to dissipate the tension, the misunderstanding, the conflict. This is always such an empowering moment, because the client takes responsibility for their behaviour and what they want to get out of this particular relationship. As mentioned by Sue Knight in her book *NLP at Work*, every relationship is a perfect system. What we get is what we allow, encourage and create.

In some cases, this technique will actually leave the client feeling more agitated than before. This could be an indication that the coach has used this in the wrong kind of context, or that the emotions are very deep. If so, the coach should invite the client to step out of the first position and look at the observer, thus putting even more distance between the client and the situation. You should increase this distance until the client is able to see the situation for what it is.



I want to share two case studies with you, demonstrating the power of dissociation when using perceptual positions. One of them is my experience when I was training to become a coach, and involves my eldest child.

He had not done what I had asked him to do – I went mad telling him he should be more active and take initiatives. I was angry. When I changed position and stepped into his shoes, I could feel like I was always on his back, making him feel inadequate, like he couldn't do anything right and there was no point even trying. As the observer, I saw the mother getting cross with her son, who felt so helpless. She wanted him to be different.

Going through this process made me much calmer and non-judgemental. Afterwards, I asked him why he hadn't done what I had asked and calmly explained why I thought it was important. This opened up discussion between us and changed our relationship for the better.

The second case study involves one of my first clients. She felt like she was doing everything at home, not getting any support from her partner and having to take all the responsibilities. She arrived at one of our sessions feeling really angry, because she had had an argument with her partner and could not shake it off.

When we began the perceptual positions exercise, she could see herself sitting on the settee when her partner arrived home one evening. He did not greet her, started making a lot of noise, and interrupting what she was doing.

I asked her if she was seeing the scene through her own eyes (in an associated state) or as an observer (in a dissociated state). She was not able to associate herself with her body, so I invited her to place her hands on her shoulders from behind, to establish contact with herself.

It was very difficult for her to do this and remain in her living room, so I invited her to change scenery. She chose the forest where she feels at one with nature, where she understands and is understood, and is able to communicate. Doing this helped her to feel less afraid, more peaceful and calm. This is when I invited her back into her living room and into an associated state.

She was then able to put herself in her partner's position, and admitted that he must be feeling very uncomfortable. The image she was reflecting back to him was not nice, leaving him feeling incapable of doing anything right. She told me that she felt that he needed recognition and to feel loved by her. This was such a revelation to her, as it was something that she had never envisaged up until then. Fast forward a few coaching sessions, to when she told me that it was incredible, that they understood each other better and that she felt like new life had been breathed into their relationship. She was able to let her guard down, be less of a perfectionist and allow her partner to step into another role, one where he supported her.

I hope that these case studies have helped you see the power of dissociation and how it can greatly improve your personal and business relationships.



## ABOUT SARAH HATÉ

**Sarah Haté** is a trainer, public speaker and certified professional life coach. She has a passion for giving her clients the space they need to reconnect with themselves and rediscover their authentic self, in order to create a magical, positive life for themselves and their loved ones. She has recently created a private, online community, *Walking the Path to Confidence*, to empower sensitive men and women seeking a better life balance and more fulfilling relationships.

Sarah created *So Free Coaching*, to offer one-to-one sessions, group sessions and workshops. As she lives in the south of France, her clients are both French and English-speaking. She trained in *Development Coaching with NLP (Neuro Linguistic Programming)* with *Simply Changing Limited*, and recently obtained her *Level-1 certificate in EFT (Emotional Freedom Techniques)*.

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