

The Alpha Group offer proven effective membership services which empower business owners to maximise profitability and dominate their sector in 2 years.

Helping **BUSINESSES** to breakthrough **WORLDWIDE**

The Alpha Group is ideal for Coaches, Mentors and Trainers that are passionate about helping members to thrive while growing a loyal and strong client base. Therefore you need to be up for the challenge of making a significant difference in the lives of others. On a monthly basis you will meet with a network of like-minded professionals that are keen to gain a high level of success in business.

Get ready to transform the performance of businesses and impact the productivity of your peers' organisations through focused meetings, practical training and valuable business support.

At each meeting you will start by delivering a high impact 60 minute Fast Growth workshop. This will encourage and equip your members to really advance in their fields and fulfil their business ambitions. This will be followed by working as a group of peers where you will work on helping to grow each other's businesses in a structured facilitated way by resolving critical business issues together. Every decision made or action taken is made accountable to create an authentic business scenario. This is a great way to share ideas and learn from the experiences of like-minded peers in an inspirational team building environment. Over a period of time these exercises will build up your members to develop themselves as a personal Board of Advisors to your members as well as friends.

We are currently accepting applications for Regional Directors who are serious about helping growing members businesses. Our aim is to help them dominate their business sector.

Become a **Regional Director with Noble Manhattan**

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We have now successfully launched in the following Cities:

- London, Paris, Bristol, Bath, Manchester, Liverpool, Stockport, Leeds, Glasgow, Edinburgh, Cardiff, Swansea, Bucharest, Sofia, Galati, Cluj, Texas, LA, South Africa, Australia, Mumbai amongst many others.

We have put if your city is still available please call or email Colin for a brief non-committal conversation. For more information and to find out how The Alpha Group could work for you, contact:

Colin Lindsay

Managing Director, The Alpha Group Worldwide
mobile: 07795976292 - email: colin.lindsay@the-alpha-group.biz

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Because our aim is to help them dominate their business sector.



The Power of Tapping Our Fears Away

by Sarah Haté (France)

Imagine that you are coaching a client and each time you start talking about her limiting beliefs or the things that are holding her back, she begins talking about her fears, related to some childhood memory that has come back to haunt her. You are not a psychologist, you are not an expert in childhood trauma, yet you really want to help her get over this, as you both know it's what's stopping her from moving forwards.

This is where the technique **EFT (or Emotional Freedom Technique)** comes into my coaching practice. I trained to be a performance coach with **NLP (Neuro-Linguistic Programming)** skills, and despite the fact that NLP is a wonderful tool to help get over past trauma, it is sometimes not enough. And here is the reason why: whenever we experience a traumatic event (it could be a single event or something that is repeated), our body registers it somewhere, together with the emotions that we felt at that particular moment in time.

Such methods are great for shining the light on the problem and pulling off various layers to get to the heart of the matter, but can leave us frustrated as coaches, like we have not been able to get to the stage of complete closure.

‘ The cause of ALL negative emotions is a disruption in the body’s energy system ,
- Gary Craig

I would like to share with you the benefits of introducing EFT into our coaching practice, talk about the origins and how it works, and what it takes for you to become an EFT practitioner.

The Origins of EFT

EFT was founded back in **1991** by **Gary Craig**, a student of Roger Callahan. Just to give

As the majority of us are extremely resilient, even if we don't admit it, we can often tend to 'just get on with life'... until life decides to remind us of a particular traumatic event, in the form of a limiting belief, lack of self-esteem, self-confidence and/or self-love, for example. Depending on what we experienced and on our individual capacity to heal, a normal coaching session can be enough to accept this, process this and move forwards.

you a bit of background, Callahan was one of the founders of energy psychology, which can be described as 'acupuncture without needles', and is a combination of exposure therapy and meridian point stimulation. For those of you who don't know what exposure therapy is, it involves exposing the patient/client to the source of anxiety or its context, without the intention to cause any danger.

In my experience as a coach, there are times when more traditional coaching methods simply don't work for deeply embedded trauma because the obstacle pops up further down the path the client is on.

As I have already stated, traumatic events trapped in our mind/body can have a negative impact on our life, and it is believed that energy psychology techniques can help us release these events more rapidly than if we simply talk about them.

The process of tapping on meridian points is intended to send signals to the brain, to help it to regulate any physical and emotional reactions affecting health and well-being. The physical stimulation of acupoints is thought to create electrical and chemical signals in the brain that are thought to help normalise cortisol levels and balance the sympathetic and parasympathetic nervous systems, thus reducing symptoms of depression, anxiety, and post-traumatic stress, among other issues.

The Benefits of EFT

It has been found that EFT leads to a 68% decrease in physical problems, such as pain and disease, and a 45% decrease in psychological problems, like anxiety and depression, fear and phobia.

As you may realise after reading the description of the technique below, the results can be very quick and it sometimes only takes one EFT session to bust through a client's blockage and move forwards. This has happened to me a few times, when I introduced EFT during a particularly difficult coaching session. 30-40 minutes later, the client felt a great sense of relief and inner peace, and was able to shift her mindset.

How EFT Works

So, how does EFT work? One of the wonders of EFT is that you can practice it alone, without any former training, whenever you feel stressed or anxious about something relatively minor.

The following steps are to be followed if you are doing this alone. They will vary if you have an EFT session with a practitioner, as he or she will be trained to deal with trauma and much deeper issues. Part of his or her expertise is the ability to create many different reminder phrases and to introduce them at the right time during the tapping process. He or she is also trained in making sure that the patient/client is safe during and after the session, and dealing with extremely intense emotions that can come up while tapping certain meridian points. When working with a practitioner, you will repeat everything he or she says, and will be guided through the whole process. Some NLP techniques are also used to identify and get to the heart of the problem and the trapped emotions.

There are 7 steps to the self-help process, and it is important to follow them in this order:

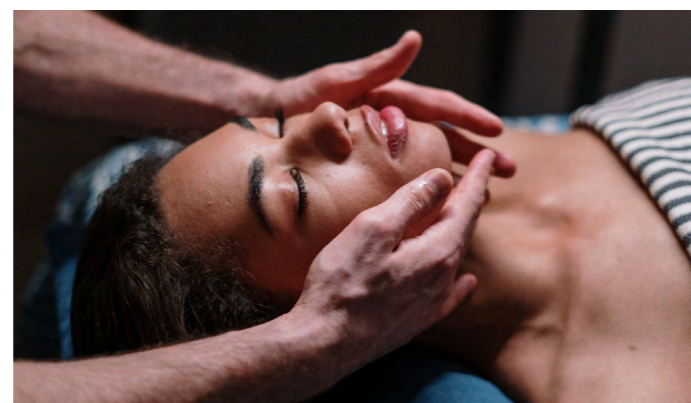
1 Recognise the problem: First of all, you must identify your problem. It can be physical or emotional, but focus on the issue that is troubling you, for example feeling stressed about losing clients due to lockdown.

2 Create a reminder phrase: After identifying the issue, make a short phrase that summarises your problem. Fix it in your mind, so you get focused during the rest of the process, e.g. I am really stressed about losing clients due to lockdown.

3 Rate the issue: Now, rate the intensity of your problem on a 0 – 10 scale and understand how important the issue is. 10 indicates that your stress is through the roof. It is not uncommon for my clients to begin with an intensity of 8 or 9.

4 Set up an affirmation: Create a self-affirming statement, which is positive. Repeat the statement frequently so that you will feel better when you think about your problem. For example, 'Even though I am really stressed about losing clients due to lockdown, I deeply and completely accept myself'. Repeat the statement as you tap on the meridian points mentioned below, in step 5.

5 Perform the tapping sequence: The tapping process should cover all the 8 meridian points of your body in the following order. You will begin with the top of the eyebrow, then move to the side of the eye, under the eye, under the nose, under the chin, under the collar bone, under the arm, and finally top of the head. The tapping must be very gentle but it should be constant and firm taps. Use your index and middle fingers to tap.



6 Re-rate the issue: Now, rate your issue on the same scale from 0 - 10. The aim of this reassessment is to see how much better you feel, and to ideally reach an intensity of 1 or 2 maximum.

7 Repeat the process if necessary: If you still struggle with the same issue, you can either change your affirmation statement with some more positive sentence and/or repeat the whole process again.

How to Become an EFT Practitioner

To become a practitioner, you need to train in levels 1 and 2 of EFT. If you are interested in training in order to help yourself, friends and family, then level 1 is enough. I trained with one of the best practitioners in France (as I live in the southwest of France!), and each level required 3 days of intensive training which combined theory and practice. Requirements may vary from country to country, so you will also need to make enquiries where you live.

There are more and more online self-learning opportunities, but I highly recommend you do this in person or at least online with the trainer. Lots of emotions came up for me during the training, as we were asked to practice on ourselves and other people. Having the trainer and other trainees in the same (virtual) room was a great help and comfort for me.

Here is a useful link for more information about training if you are based in the UK: <https://eftinternational.org/eft-training-courses-united-kingdom/>

As always, I hope you found this article of interest – I personally believe that the more modalities we have as coaches, the deeper we can go with our coaching practice and clients.



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 transform their lives. She is the creator of a private, online community, Harnessing Your Potential, to empower coaches, therapists, teachers and small-business owners to heal their past and reach their full potential.

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 is also a qualified EFT practitioner. During lockdown, she recorded several guided meditations to help her clients who were struggling with negative emotions, needing to calm their mind and get grounded. They can be accessed on her YouTube channel (see link below).

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Harnessing Your Potential:
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YouTube:
<https://www.youtube.com/channel/UCmvICwJoILGh1yD6rbcM6xw>