



A Note From Christina

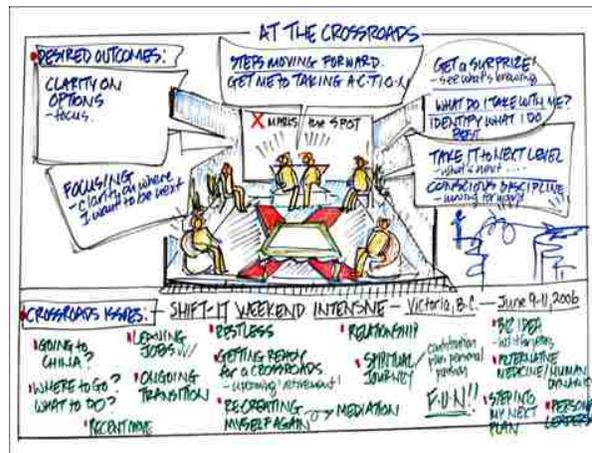
Dear Christina,

What a rocking few weeks it has been - lots of fun, travel and varied interactions, all with a visual twist of course.

The month started off with two visits for one-to-one training: consultant Judi Adams from San Diego (emphasis on custom chart work and strategic planning using graphic methods) and Carol Vollmer from North Carolina (she's a previous student from years back who is called upon to do graphic recording within her large organization – she came for her next round of skill development). A big shout out to both, thanks for coming and I'm glad that you have already jumped into visual projects back home – good on you!

Welcome to your October SHIFT-IT e-Zine.

THE W5s of GRAPHIC COACHING



Working Visually with

Individuals, Couples, Business Partners and Small Coaching Groups.

Graphic coaching is a new, visual way to do coaching and personal development work. This article gives you the lowdown on this emerging methodology: the who, what, where, when and why of it, as well as a little bit of the how thrown in for good measure.

THE WHO: Graphic coaching is done by a 'Graphic Coach' – a facilitation professional who uses coaching AND interactive graphic techniques to assist individuals, couples, business partners and small groups in their deep thinking work. People who are attracted to graphic coaching work are usually at some sort of personal or professional crossroads – they are a bit murky, confused, and unsettled about their next steps. They seek clarity about what they really want and how to get it. They go to a Graphic Coach to have their answers guided out of them.

Then it was off to LA for Lorrie Morgan Ferrero's Speed Copywriting Workshop, which I wrote of last issue. A grueling week on the physical level (I was having so much fun that I didn't want to go to sleep at nights --- believe me, I'm normally not this social after I record all day --- was a great event with wonderful entrepreneurs – I felt like I had found my tribe).

That lovely experience was followed by trips to Vancouver to facilitate several 'identity' and strategic planning sessions with a council in the auto industry as well as two schools. Which was capped off with a quick trip to Prince George (in the heart of our province), for a World Café session – creating some visual displays of a large group's discussions about a new mediation program that it is being used to help with child protection issues.

You can read more about the L.A. trip, etc on my blog. Did I say **BLOG**?! Yup, I did, it's just one of the features of my NEW website. Did I say

THE WHAT: Graphic coaching is an alliance between the coach and the client. The coach creates a 'container' in which the individual, couple, or business partners do strategic thinking on whatever is most pressing for them.

The process has a very visual component to it – meaning that the client's thoughts and feelings are literally drawn out of them, by their coach, who uses paper and markers to write down what they are saying. These displays act as large mirrors, helping people to see just what is going on inside their head and heart.

The WHERE: Graphic coaching occurs either in person or over the phone. Coach and client(s) gather face-to-face and create and capture thinking on large, wall-size displays, or work by phone off of small, pre-drawn templates that can be faxed and/or emailed back and forth.

The WHEN: The when can vary as well. The coaching work might occur in a back-to-back retreat over several days in an intensive format, or be spread out over weeks or months in separate meetings or through a series of calls. Face-to-face meetings range from 3 hours to 2.5 days, whereas phone sessions are in 45-60 minute intervals with assigned work in-between (from 1-12 calls depending on the series).

The WHY: Graphic coaching is a very effective medium. People are drawn to it (full pun intended!) for a variety of reasons: it's engaging, unique and creative. It makes thinking easier and more enjoyable (you can see what you mean). It appeals to many types of thinkers: especially visual and kinesthetic people (88% of the population). It is a systems-approach: meaning you get all the different aspects of an issue or problem onto the large paper: enabling you to connect the dots and see how things are connected and inter-related. Insights, ahas and breakthroughs are prevalent. You see how you are creating your current reality and you can choose if and how you want to course correct.

Working in a visual way gives coaching clients something tangible to see, hold and distribute – there is a tangible record of what you have done and the decisions and conclusions that you have reached. Typical coaching techniques rely primarily on the auditory sense (the thinking goes off into thin air), with graphic coaching; you have visual reports from your sessions that remind you of what occurred. It's functional art to post around your home, office and on the computer. And, you can use these visual aids to communicate your coaching work to loved ones,

NEW WEBSITE?!

Yup, I did, the new website that I've been talking about for months is now up!!! We don't quite have the store ready, with access to the new downloadable graphic coaching products – so that will follow in a few more weeks.

Check out what is up at shift-it-coach.com

The blog has a 'comments' sections, so please post your feedback – I'd love to hear your reactions to the site and to the graphic coaching methodology (and any typos you spot!). This is a first draft of this site, so please help me make it as user friendly as possible. Any and all feedback is gratefully welcome – it will definitely be a work in progress.

In celebration of the new launch, this month's article is on the W5s of Graphic Coaching – just what the heck it is and how one does it.

See you next month. Happy Shifting!

Christina Merkley, The
SHIFT-IT Graphic Coach

**SHIFT-IT Graphic
Coaching Services**

colleagues and trusted advisors.

The How: There are many ways to work graphically in a coaching setting. Here are a few of the most popular:

Life Maps: Draw out your life map so you can see the flow and trajectory of your life and make decisions about priorities and next steps. Excellent for seeing ongoing patterns, choice points and roads taken and not taken.

Current Crossroads and Life Balance Wheels:

Sketch out the current crossroads that you are standing on - the issues that are presently up for grabs and the different ways that you could choose to go. Getting all of this out of your head and onto paper helps you organize, see and appreciate the tensions and opportunities that exist.

Personal Visions: Help you to define what you really want in work and/or life. Creates a picture of your desired end state. Chart acts as a North Star --- provides focus, clarity and determination. Litmus test: make decisions based on whether things are in alignment with your Personal Vision – “will this move me towards or away from my Vision?”

Actions Plans: Plenty of opportunities for doing different kinds of action plans. Once your vision is created, determine the actions that will bridge the gap between your current reality and desired future. Define priorities, next steps, and accountabilities. Get tactical. Ground your Vision to a plan to execute out in the real world.

The Results: After emerging from a graphic coaching experience, you can expect to feel lighter, happier and more aligned. You have greater clarity about yourself, your path and your direction. You know what you want (in fact you have a literal picture of it!) and you have an organized plan of action.

Through the process you have uncovered and 'flipped' many patterns, obstacles and faulty assumptions – your energy is working for you rather than against you. You feel really good, perhaps the first time in a long time. You know you have some effort ahead of you. And, you have an ongoing coaching partner to help you do it, rather than sloughing it off and reverting back to your familiar status quo. It's good deep work that helps you become your next self, easier and quicker.

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WANT TO USE THIS ARTICLE IN YOUR E-ZINE OR



Experience Graphic Coaching for yourself. One-to-one sessions either in-person (having everything drawn out large right in front of you), or by phone (working with my line of coaching templates and manuals that we email back and forth).

A very powerful experience to see inside your mind and heart to where your answers are. Get clear, get focused, get moving forward.

More Details:

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www.shift-it-coach.com
.....

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WEB SITE? You can, as long as you include this blurb with it:

Christina Merkley, "The SHIFT-IT Coach" is creator of the SHIFT-IT Graphic Coaching Process. To learn more about SHIFT-IT, Graphic Coaching and Personal Visioning and Planning, visit www.shift-it-coach.com.

Basic Skills Workshop: Interactive Graphics 101



When:Friday, October 20, 2006, 9:30-5pm

Where:Royal Roads University, Victoria, B.C

Just **three** spots still available!

Intrigued by the graphic way of working? Want to learn useful tools that you can use in group and individual settings? Come to October's Interactive Graphics 101 Workshop.

No art or drawing experience is required (art phobes fully welcomed!). A fun and practical day - you will walk out with skills you can put right into action in your own facilitation or coaching work!

"This was an exhilarating, fun filled introduction to the world of graphic facilitation. Christina's style put me at ease and set the stage for me to step outside of my comfort zone". **Melissa McLean, Senior VP, Marketing & Communications, Tourism Victoria**

"These skills offer me new ways to creatively bridge chaos and complexity, a value add to my skills as a consultant working with whole systems and culture- shifting in organizations!" **Michael Keller, Consultant, Learning Inside-Out**

"The whole session was excellent. Well thought out, good pacing, good mix of talk and hands on, useful resources - and Christina was very encouraging and helpful. She also provides post-workshop coaching and has shown a real interest in her

students' progress. Great to have a generous pro now here in Canada. My confidence is growing and I'm stepping out as a graphic recorder and facilitator. Exciting!" **Avril Orloff, Graphic Recorder, Vancouver, BC**

Registration Info

About Christina, The SHIFT-IT Graphic Coach:



Christina Merkley, M.A. is a Graphic Facilitator and Coach specializing in Strategic Planning and Visioning. Having worked for such notable companies as BBC, Readers Digest Funds, eBay and

Stanford University, she uses interactive, visual thinking processes to literally draw the best thinking out of organizations, groups and individuals. Creator of the SHIFT-IT Graphic Coaching Process, after years in San Francisco, she is now based in charming Victoria, British Columbia, Canada.

[Full Bio](#)

New Blog:

Regularly posted ramblings, insights and other tidbits - -- the new blog where you can participate by leaving messages and reading what others think about this graphic way of working.

[Click Here](#)

Past e-Zine Issues:

New subscriber? Missed past issues? Past issues of The SHIFT-IT e-Zine are posted on the website.

[Click Here](#)

Portfolio:

Portfolio of graphic coaching samples. See Life Maps, Personal Visions, Action Plans and more. In the graphic style created live with real clients.

[Click Here](#)

Private Skills Mentoring:

Private one and two day skills mentoring in any of the three graphic genres: recording, facilitating or coaching. Great for budding graphic recorders or seasoned facilitators and coaches who want to add graphics to their toolkit.

[Click Here](#)

In House Training:

Bring me to you. One and two day workshops customized to the unique needs of your group or organization.

[Click Here](#)

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