

Disrupt Yourself Podcast

EPISODE 374: COACHING ROUNDTABLE

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Welcome to the Disrupt Yourself podcast.

I'm your host Whitney Johnson, CEO of Disruption Advisors, where we help you build high performing people and teams, because organizations don't disrupt, people do. Meaning the fundamental unit of disruption in any organization-- it's you.

Back in July, we tried something a little new for this show - [episode 329](#) was all about hearing from the listeners of Disrupt Yourself. What was important to you while you were listening, what insights you wanted to bring back from older episodes and refresh.

It was a lovely experiment, so today we're bringing you another roundtable. This time, we've got three coaches instead, all of whom are Smart Growth certified. We wanted to explore what that initial call to action was for all three of them, as well as what certification meant - practically - for their clients' success.

Today we'll be joined by Sarah Glover, Jordan White and Rebecca Woodard, all independent coaches in the process of growing their practice. We'll start with introductions, and...

I hope you enjoy.

Whitney Johnson: All right. So, getting to know each other, let's go around and introduce ourselves and just rapid fire. What does your day to day look like and how do you ground yourself in a stressful situation? Just a very easy softball right out of the gate. Let's start with you, Rebecca. We'll go to Jordan and then we'll go to Sarah.

Rebecca Woodard: Well, day to day, without a doubt. Every single morning. My habit is mindfulness. I spend time with myself. I have a habit of prayer, journaling, reflecting on the day before and the day forward.

Whitney Johnson: So, you do the day before, the next morning. Not in the evening.

Rebecca Woodard: Sometimes I do a little evening, but in the morning, I really want to reflect on what did I learn, what was the impact that I made? What did others have? What was their impact on me, and what did I learn from any experience and how I can make myself better moving forward, into my day forward.

Whitney Johnson: Yeah, that's interesting because one of the things that I know for me, I try to do it at night, but sometimes I'm really tired. And so, I hear what you're saying is like, it's easier sometimes to do it that next morning and reflect and then think about what you're going to do differently that next day. Okay. All right. And, I should have asked you to share what is your full name and how do you define yourself professionally?

Rebecca Woodard: Well, my full name is Rebecca Woodard. And professionally, I am a learning and development, leadership development coach, facilitator. And I run leadership development programing specifically around, I have my heart set on in servant leadership and teaching leaders how to become great servant leaders and coaches themselves.

Whitney Johnson: Love it. Okay. All right. So, Jordan, let's go to you. Why don't you, I kind of did a little backward with Rebecca. So, let's have you share with us what you do. How do you define yourself professionally? And then tell us what your day to day looks like and how do you ground yourself in stressful situations?

Jordan White: Yeah. Love to. So, Jordan White I'm a, I call myself a self-leadership coach. And you know, that's pretty integrated in what my day to day is, is helping others become their most, you know, highest selves through the coaching I do. And that brings so much joy to me. And that's, that's a grounding experience in itself. But to make sure, you know, I'm getting grounded for the day, one of my favorite books is by Mark Nepo. And *The Book of Awakening* is kind of a just a series of little daily entries. So, that's helpful. And then getting me grounded for the day. And similar to Rebecca, I definitely have a mindfulness practice that helps me, you know, just check in with myself and be intentional with what's going on for that day.

Whitney Johnson: I heard someone say just the other day, and this is super scientific, that whatever you think about the first thing of the day, I'm sure there are signs behind it, but I'm not going to describe it scientifically is whatever you think about at the very, very beginning of the day really becomes your lens through which you see the entire day. If one of you have the research that you would like to share, please jump in. But this idea of Rebecca, you start with, with that prayer and that grounding and that mindfulness and Jordan, you've got these meditations. And what was the name of the author that you're reading, Mark Nebo, did you say or Nepo?

Jordan White: Nepo. N-e-p-o. Yep.

Whitney Johnson: Okay. And so, these meditations that you're reading that are helping you ground yourself emotionally and spiritually and psychologically for the day? Yeah. Okay. So good. All right, Sarah, let's go to you. How would you answer that question?

Sarah Glover: Oh, it's such a great question. Well, I define myself professionally as a consultant supporting education and nonprofit clients, doing learning and development work facilitation, coaching, and just generally, anyone who's in the growth process, I feel honored to be able to be alongside people and teams and organizations in the process of growth. As far as how I start my day, I do think it is sort of about those first moments of awakening and sort of becoming aware of the day, setting some intentions, and then the day is going. We have a

busy family life, and that those, those few moments feel very fleeting as then the day just takes on its own shape. And everybody is going in a lot of different directions.

Whitney Johnson: Yeah, it is interesting, isn't it, how at the very beginning of the day you're like, okay, I've got my lens, this is how I'm going to structure it. And then the day starts and some of it happens that you intended and some of it does not. So. Okay. All right. What were your first jobs? So, we'll start with you, Jordan, and then we'll go to Sarah and then we'll, we'll go to Rebecca. So, what was your very first job?

Jordan White: Wow. That's taking me back. I'm, I remember doing the entrepreneurial thing, you know, and going and knocking on doors, seeing if I could mow lawns or, you know, do some snow removal in the wintertime. But my first official job was as a dishwasher at Panera Bread. And you know that that definitely taught me a few lessons about harder work and, you know, committing to something that maybe wasn't the most fun thing, but, you know, started building some work ethic there from the beginning.

Whitney Johnson: Oof! So how old were you when you took that job at Panera? Were you, like 16 or.

Jordan White: Yeah, I was, I was 15 years old. So, I remember, yeah, needing to organize, getting a ride to work as well. And then when I turned 16, I could I was so excited that I could get myself to and from work. But yeah, it was right around that age.

Whitney Johnson: Do you remember what your parents said to you when you would come home and be like, oh, I'm less washing dishes. This is, why am I doing this? What did they say to you? Do you remember?

Jordan White: Oh, man. Yeah, I, what I do remember a perk of being there so late washing dishes was I got to leave with a lot of cookies and bagels and bread and all the things. So, that was a little cherry on top. But yeah, I recall my mom just being extremely proud of me for just even committing to it and sticking with it. And that's, you know, definitely a lesson. My, both of my parents have passed along to me, as far as you know, if you're going to commit to something, it may not always be fun, but you get to kind of choose what you make out of this.

Whitney Johnson: That is something to be proud of. You're 15.5-year-old going out and getting a job and doing the work. Yeah, yeah, I can see why they were proud. Okay. Favorite Panera product before we go to Sarah, what should we all go buy when we go to Panera?

Jordan White: I used to love those little muffin tops, they would do just the top of the muffin, you know, versus like the whole thing. That was like my favorite part. It had all the sugar on it, and you know, the toppings and all of it. And then just like a Panera cookie, oh my gosh, they're just so soft and delicious and fresh every day. So, shout out to Panera.

Whitney Johnson: Okay Sarah, what about you? Your first job.

Sarah Glover: Yes. So, my first job was as a babysitter. So, at the age of 11 I took a Red Cross certification class. I even remember the little card they gave me, and just felt incredibly proud. And so, I would babysit for the kids who lived across the street from us while their mom wrote children's books. And one of the very fun things in my life was then when I had children and also became a teacher and was regularly reading children's books. I would read her books, both to my classes and to my children. And there was a character named Sarah who she said was named after me. So, that's my little claim to fame. But certainly, as an 11-year-old, I think, you know, just gave me that work ethic, gave me a sense of responsibility. I had, you know, to balance a schedule and make sure that I was providing the service the family wanted. And so, I think it was just a great entry, kind of into building a professional self. And so, yeah, look back very fondly on that first job.

Whitney Johnson: Sarah, what's the question? What's the name of the book?

Sarah Glover: The book. The book is called *First Day Jitters*. And so, it's about the first day of school. And you'll be surprised to know who it is, who has the jitters. So, I will just tease you with that. And you'll have to read the book to find out who has the jitters.

Whitney Johnson: Okay, I think I could guess, but we'll just leave that open loop, so people go buy the book. There you go. All right. Rebecca, what was your first job?

Rebecca Woodard: Well, aside from the similar to Jordan and Sarah, because I as a teenager. And I'm going to emphasize teen, yes, it was teenager years. I did have babysitting, I did the, the bakery thing. Mind you, I had to get up at like 4:00 in the morning to put the donuts out. But it was 19 when I got my first job at UPS. And the reason why I say teen is because you're still a teenager. You're so young then, and it was pivotal. It was March 26th for me. That was the day I'll never forget it. And the reason why is because I hold so much gratitude for being hired at that organization. Because that put me into the space of learning about who I am. And also, I was able to take advantage of the tuition reimbursement. So, I went to school at night and got my bachelor's degree. So, I am forever thankful and full of gratitude for that experience at that teenage life, 19.

Whitney Johnson: Wow. So, you were not the traditional college student?

Rebecca Woodard: Nope.

Whitney Johnson: You were working and going to school at night?

Rebecca Woodard: Yes.

Whitney Johnson: Okay. Jordan, what question do you want to ask Rebecca about that? What inquiry do you want to make? I'm going to keep asking you all, you're coaches, what question do you want to ask Rebecca?

Rebecca Woodard: One thing to note. Online was not in the picture back then, not to date myself, but there was no online. So, you got in your car, left work and went to school at night.

Whitney Johnson: Yeah. Mhm.

Jordan White: Wow. Yeah, I guess my question is. What? What do you remember learning about yourself, balancing that?

Rebecca Woodard: Balance is one thing, how to balance your life work. And the big thing was I had always had this desire to, how can I put this stuff to good use in my job. So, I'm one of those anomalies that know how to take because we always hear in the learning and development world, these people took this course. How do we put it, make them, you know, use it on the job? Well, I was very intentional and always wanted to do that. And so, it was, that was, you know, learning to apply my learning, it was all about me doing it and going after it and asking for permission to do it. You know, with the, you know, people who I worked with. And I think the perseverance and resilience, because let me tell you, it was not easy. It wasn't just, you know, logging in and going to school online. Not to say that isn't as hard, but it was a lot of commute time and remember, when you are going into the 20s, where do you want to go? You want to go out with your friends? Well, I didn't, I didn't go out with my friends. I went to school, and I had a lot of homework.

Whitney Johnson: Yeah. Wow, that's so interesting. And one of the things you said of this idea of, you know, how do you apply this? You were working and then you were going to school and figuring and getting to apply what you were learning in school immediately. Mhm.

Rebecca Woodard: So, and the reverse happened to me where I didn't do as well in the courses where I couldn't figure out where to put it into practice with my job. Okay. So, there were some courses that you know you have to take to fulfill the curriculum. Right. And I struggled with those courses and it, but you know I always reached out for help, I got tutoring and mentoring. So, I always made sure that I could still make the grade because I was taking advantage of tuition reimbursement programing at my job at UPS. So, I had to make a great a certain grade.

Whitney Johnson: Hmm. So good. All right. Jordan let's go to you. And here's a question I want to ask. Each of you really quickly, which is, when did you realize that coaching was something that was a calling for you?

Because I think usually when people do decide to coach, there is some element of calling involved. And so, when did you first realize that this was something that you wanted to do more of, that this was important. You can go whatever direction you want. But, Jordan, what comes up for you when I ask that question?

Jordan White: Yeah, it's kind of an interesting process, how it all unfolded so similar to Rebecca. I took advantage of a tuition reimbursement opportunity through my corporate position. And while I was working on a master's in communication and leadership, that's where I discovered professional coaching and learn that a lot of high-level leaders, a lot of, you know, influential people who seem to just kind of have it all to figure it out were usually working with a mentor or a coach, or had someone that they could really process with in a strategic way. So that's ultimately what piqued my interest. But what I learned about coaching was that I was naturally doing it for a good amount of my life. I mean, like kind of the power of coaching is just having a generous listener, someone who's extremely curious and compassionate. And I didn't grow up observing a whole lot of that, you know, and I love both of my parents, and I am so grateful for everything. And there was room, you know, maybe for them to grow and their listening skills and communication and all of that. So, I think I kind of backtracked and reflected after I learned what coaching really was at a deep level and understood that that was something that was ingrained in a lot of what I observed. And just the power of listening and offering that space is just so, so, so powerful. And it's absolutely something I, that fills the cup for sure. And just being in that space, that coaching space with people is, I feel really grateful to be able to do it.

Whitney Johnson: Yeah. So, I'm actually going to, I'm going to put a little twist on the question now, Jordan, hearing what you just shared. Sarah, did you, do you remember an experience where you were where someone said to you, oh, you're really good at this coaching, or you're like, where there's just a little bit of an epiphany around coaching that you would, you can share.

Sarah Glover: I do. I started my career as an educator. So, I was a teacher in Denver public schools. And I kind of reflect on this, this time of both being coached and then developing as a coach. And so, I had the enormous, great fortune in my early career of having these incredible coaches. And when you look at the research of how long teachers tend to stay in the classroom, it's not very long because it's a really difficult job without the right kinds of support. So, I had these amazing coaches in my life and they, I think, were so supportive to me both professionally and personally that then when I got to the point in my career where then I was growing new teachers, I had the chance to be a coach, and I just. I will never forget this moment with a teacher, where she said to me, your question just helped me uncover something that's just been beneath the surface. And I reflect back on that moment, and I and so many moments since then, I think when you're alongside people for those journeys where you're really there to help them uncover whatever it is the wisdom, the clarity, the feeling, the experience, the confidence, whatever it is. And it's such an honor to be in that space. And I think about that, that moment and, and think about how that really, I think helped me define where I wanted to go in my own coaching practice and how that's been a through line for me.

Whitney Johnson: And what's interesting to Sarah, to hear you talk is that it wasn't, this person probably would not have described themselves as a coach, but they were coaching you.

Sarah Glover: Yeah.

Whitney Johnson: Right. And then you realized, oh, I want to do this for other people. And you may have described it as coaching but may not have. And so, that led you down this path. All right. So, Rebecca, you have the benefit of being the third person hearing that question. You can take this in any direction you want. What's coming up for you that you'd like to share?

Rebecca Woodard: What came up for me is that the leaders that I have come in contact who influenced me wonderfully in my life were those coaches. And that did inspire me to become a coach as well. I have been in learning and development for, since my first day at UPS in March, many, many moons ago.

Whitney Johnson: Since you were 19.

Rebecca Woodard: Yeah. And so, what comes along with it? The interesting thing is that you actually almost can group coach in a classroom if you're facilitating, for example, because really, we're not up there to really just dump all the information. What we're trying to do is facilitate the room to be able to get others to share their experiences, to almost even coach each other. So, that's where I experienced all of that very early. And so, what I think though, and I did have a coach, but what I really, that the biggest number one thing that comes up for me is that we see leaders and managers in our world who want to coach others, and yet they have not been coached. So, I think some of the best coaches in the world are the ones that that get coached. I mean, how many of us in this room right now have been coached and I continue to get coached in many different areas in my life depending on what's needed.

Whitney Johnson: Yeah. It's interesting. Well, one question. So, you had a coach when you were 19 at UPS, was it formal or informal?

Rebecca Woodard: It was. It was my manager, and it was, I would say, more formal back then.

Whitney Johnson: Got it. Got it. And it's interesting, something that you just said that I think came up for me is this idea of if we will allow this to happen and be open to it, we can be, each one of us can be coached all the time by lots of different people, if we're open to it and even perhaps ourselves.

Rebecca Woodard: If you are spending that mindfulness moments with yourself.

Whitney Johnson: In the morning.

Rebecca Woodard: Yes, in the morning. So, you begin coaching yourself.

Whitney Johnson: I love it. It all starts with the beginning of the day. All right. So really rapid fire and let's go to you first, Sarah, and then we'll do Rebecca and then Jordan. When did you first hear about Disruption Advisors and or the S curve as a framework? Do you remember?

Sarah Glover: I do remember because Amy Humble was my coach, and this is where I think, its where great coaches inspire other coaches. And that's really, that's really been the story for me in coaching is being surrounded by great coaches. And Amy bringing your work to me as a coach, I still remember she drew the S curve on a napkin. We were in a coffee shop, and she drew the S curve. So, very much remember that moment and the connection I felt to the concept. And it led me to reading your books. And so, it, you know, just that, that moment, that, you know, connection with Amy was my, was my launch.

Whitney Johnson: Yeah, yeah. And just a reminder for all of our listeners, I'm looking up, so some of you have met her before, but you, it might have been a while. So, Amy Humble is my co-founder at Disruption Advisors. So, very fun, Sarah, for you to share that. Okay. Let's do you. Rebecca, do you remember?

Rebecca Woodard: Well, I work with, I'm going to just plug an organization and a person is University of Colorado Boulder and Walter Morgan, who, he helps us, the Center for Leadership, they have a leadership and coaching program for the students there. And so, I coach students there, and he introduced me to Disruption Advisors, *Smart Growth*. And said that we can offer the certification. And so, I, I took that offer up and here I am. So yeah.

Whitney Johnson: I love it, I love it. What about you, Jordan?

Jordan White: Yeah. Rebecca and I are actually in the same boat. I, I work with a couple of the students up at CU as well, and I've been in that program for a while now, and it's, I got to tell you, rewarding work to be working with younger people and it's just so, so special to be able to be a part of that. And yeah, prior to *Smart Growth* and the tool, you know, I had read *Disrupt Yourself*, I think. Closer to when it came out after I had come across, you know, the podcast. And I think either I heard you as a guest on a podcast or someone sent me yours or whatnot. So, it was just so interesting, kind of, you know, divine moment when it came back around and was like, yeah, I'm really familiar with this, actually. I'd love to learn more. And the fact that Walt has that, you know, connection up

at CU and how it all came together is just it's beautiful what happens when there's people focused on helping others grow. So, it's yeah, it's a great experience.

Whitney Johnson: So good. And you know, you're causing me to think it's interesting working with people in college and in their 20s. It is. I find myself, you know, there's so much negativity about the world and you know, what's going to happen in the world. And yet, I think you probably have all had this experience, as have I. And, you know, you there are so many people in their 20s and in their teens who are such deeply good, hungry, curious individuals, and being around them is an absolute gift. And the energy and the enthusiasm for life, it just makes you feel more alive. Any thoughts that you would like to share?

Rebecca Woodard: I would love to share thoughts. They inspire me. They inspire me because, you know, they are so hungry and they, you know, give me that inspiration because I know that that's our next workforce. It's the next leaders in our world. And so, I see that and I, I learn from them, you know, they have a different perspective. They have fresh new ideas. And sometimes I just wonder is when I say fresh, just because they haven't been really some of them haven't been in the workforce quite yet. So, it's like there's, the ideas are so fresh, so not impacted or influenced or, you know, they're new, they're bright. So, I find it very inspiring.

Jordan White: I absolutely second that and I think. As far as the coach approach with the younger person to it, it almost amps up the curiosity even more as the coach right of, you know, these people haven't had life experiences as a leader in an organization, leading other people. Right. And, so, I've found that, you know, I, outside of being inspired by them and just so hopeful for the future, to be honest, that it helps me continue to improve as a coach as well and just have such a wider lens of the experience, you know, across generations. So, it's great. It's an awesome opportunity.

Whitney Johnson: Yeah, it's a gift. All right. So, let's talk briefly about certification. UI would love, so all three of you have gone through the Smart Growth certification. And I would love for you just to reflect on the process or something that you learned, in going through certification, besides the fact that we make you work really hard to do it, that a lesson that you that you are carrying with you now and that you want to remember. And Sarah, let's start with you.

Sarah Glover: Oh, gosh. You know, I think the lesson for me was there's just such accessibility, I think, in the Smart Growth coaching model, where, you know, you come together as a cohort and you come together with such a broad range of experiences and backgrounds, like, you know, things that you have, you know, have done in your life. And it's like the S-curve door is just wide open. And the way that you think about the concept and the way that you think about growth. And so, there's both the experience of being in the, the certification in the in-person space. But then there's also that way that you take the, the concepts and you apply them in coaching conversations, and you experience that same thing where you, I don't have anyone who said, I don't know, I don't really feel like this applies to me. You know, it's so universal and it's so inclusive. And I think that's one of the things that I both experienced as a student of the Smart Growth work and some of the one of the things that I feel like I'm able to bring to the people I'm coaching.

Whitney Johnson: That is so simple, right? Like, you can go really deep, but it's also very simple that you can literally explain it to a ten-year-old and they'll be like, oh yeah, I get it. I got it. Okay. So, that's what you're going to take away is the applicability across demographics.

Sarah Glover: Absolutely.

Whitney Johnson: Okay. Jordan, what about you? What's a takeaway that you have?

Jordan White: Yeah. Plenty. And just appreciate the process of it. Right. And it's one thing to understand something conceptually and it's a whole other to see yourself in it and on it and experience it. So, you know what? What I'm taking away, one of the things that is continued to stick with me is remembering that every single one of us is on a growth curve, right? So, if maybe I'm not seeing eye to eye with someone, for example. It opens up that door of, you know, maybe we're in different places, right? Or maybe we're thinking about this a little bit differently. And to apply that in a way that, as you just said, you know, a ten-year-old could understand. It just it

creates so much space to have productive conversations and just to really get to where you are. Right? And like, really just understand it at a, you know, a conceptual level and again, just seeing yourself in it. So, I continue I look forward to continuing to integrate it into, you know, the practice and even think about my own growth curve. So, it's mutually beneficial for sure.

Whitney Johnson: Yeah, yeah. Okay, let's hear from you, Rebecca. And then I'll share a quick story. So, what about you?

Rebecca Woodard: This is a great transition from what Jordan is saying is you essentially, you experience the growth tool going through it. Okay. So, I love that you walk in, you can walk into any course, and we all have this fixation of whatever it is. And we got these years of experience. Again, we're not those fresh students any longer. And we go in and we have our own, you know, ways of doing. I think that, you know, for me, I walked in with humility, and I said, I am open. I want to just learn this. And what I found myself is I was really in the beginning, at launch, at the beginning of that S-curve, learning everything. So, what I say going through this certification and anyone who might be thinking about it is you actually experience it. So, it makes you a better coach because you can relate to what where others are in their growth. So, it's a very relatable and excellent experience. And boy did I learn some things about myself as well. You know, I learned to just give yourself permission and grace to be somewhere where you're not sure about and open your mind and start with a beginner's mind.

Whitney Johnson: Mhm. Yeah. It's interesting. Like what you said is that the certification itself is an S curve here at the launch point and then you get into mastery and, and this idea of talking yourself through. So, just this past weekend, I had this interesting experience of, I was speaking, I was invited to speak to a group of executive MBA students about the S curve, etc. But the price of doing that was the very next morning to go rappelling with those MBA students in Moab, Utah, off of cliffs of 100ft, which I have never done before. So, you can bet I was doing a lot of, I am on the launch point of this S curve, and I was using it. I mean, I and people kept saying to me, so how do you feel? Are you on the launch point? But it was perfect, right? Because it gave me a way to talk myself through it. It gave all of us a language to have that conversation about doing something new that was both thrilling and terrifying. All right. So, I'm going to ask you, I'm going to open this up. Some of you might have a have an idea. Some of you may not. And that's okay. Anyone have a specific case study of how you have now used this framework or this tool with a client?

Jordan White: Yeah, I can jump in. Okay. One of my, our clients who I had been working with for a while, you know, so we've been coaching for quite some time. I asked her if she'd be open because we were talking a lot about where she's at in her career, you know, what's next for her? There were just all these questions that were circling around our coaching conversations, and I asked her if she'd be open to, integrating this tool and trying this out. And long story short, she said yes. And the richness of our discussion that happened after she took it was profound as far as being able to really locate where she's at and her, you know, her S-curve. When it comes to her career and being able to apply some of the emotional, you know, parts that, that go along with that was just so cathartic and clarifying for her. And I hope it's okay that I'm saying this. Obviously, she's not here with us, but, you know, she, it ended up leading to her changing, making a change in her career because she had that clarity. And I've never seen her more happy and I've never seen her more proud of this decision. And that's what I think it helps it do too, is. You know, there's so many decisions in life we're trying to make, but if we can have a tool that can help us really get clear on where we are and what's next for us and you know, be intentional about that. This tool really helped guide that conversation for sure.

Whitney Johnson: Yeah, it's interesting, isn't it? It's, one of the things it does is it gives you this permission to be where you are. It gives you permission to say, I think I'm done here, and it's time for me to do something new. And it gives you permission to say, this is really fun. I'm doing really well right now. And it gives you permission to say I'm doing something new, and I feel really uncomfortable. And so, you get that permission slip. It's a great case study. Sarah, Rebecca, do you have anything you want to add before I proceed?

Sarah Glover: I think, you know, as you were sharing that story, Jordan, I was thinking about, the conversations that I've had over the past few months with people who have been, who have, we all have all of these s curves in our lives, right? We many of us have a work s curve. Some people have a parenting s curve. Some people have a, they've just learned to play tennis s curve. And so, just reflecting on the various ways that you can engage with,

with clients in these coaching conversations and acknowledging what does it look like when you're at the launch of one and a sweet spot in another and mastery at another? Or what if it's all launch points and just the nuances, I think of the many different curves in our lives that are sort of always at play and the richness of those conversations where we get to bring in the how does it feel? And you know, as you sort of take into account all the s curves, like, what's that overall human experience? So, that's just something I was reflecting on, thinking about the, the journeys with, with clients and that we're all on with our various S curves.

Whitney Johnson: Yeah. And you just reminded me too, Sarah, of, it really does allow you to navigate that emotional terrain, right? Like, what does it feel like? And I think that it gives you that way to, you know, I'm a big proponent of the feelings wheel, because if we know how we feel, then we're going to be able to move through something differently. And it gives you a language to talk about how you're feeling whether, again, you're doing something new or you're sort of timed out on something. Rebecca, any thoughts that you would like to add?

Rebecca Woodard: That's what the coaching piece, that's where coaching is really, really prevalent in any sort of client coach relationship, is that it does allow that space for the feeling. It's the safe space. And so, I even had a client where I, in that I did the one hour debrief with the S curve tool, and they realized they have a new S curve of taking five weeks off for their own health and wellness. And it was a really hard thing after being in the work world for 30 plus years. And they said I have to take off five weeks. This is a new, they themselves called it out and said, this is going to be a whole new S curve. Oh my, this is going to feel really daunting. Like I don't even know where to begin. And so, it drove a really beautiful conversation around that and that there was like a beautiful coaching conversation that led to what what's in there for them and what does it feel like? So, feeling. Yes. And that's where I feel. I feel our world is heading in a strange place with all the technology and the, the AI, which is a whole nother probably podcast. But, you know, feel the feelings and well-being, we need this more in our world. I think I need; I think we need to connect more and talk about it and be okay and have that safe space to talk about it. So, coaching does that.

Whitney Johnson: Yeah. It's so good. Yeah, I love that. And the idea of AI, we actually had a fellow by the name of Paul Allen on the podcast recently. And when we're talking about AI and as with any, any advancement, there's the stuff that, there's a downside and there's the upside. And I think in general my perspective and I'm sure you're not going to be surprised to hear this is I think if we can harness it, it can help us ten-x our growth. And it's, and super exciting. So, okay, just a couple final questions for each of you. Let's start with you, Jordan. But I'm going to ask all three of you this question, which is: for someone who wants to be more effective in coaching people around them. So, this goes a little bit to Michael Bungay Stanier's work of *The Coaching Habit*. But just someone who wants to be a more effective coach, whether you're a manager or you're an actual coach. What's one piece of advice that you would give to that person? And, Jordan, we'll start with you.

Jordan White: Wow. Why don't we talk about this a lot in the coaching world? But it's something I'm really passionate about and continue to speak to is, you know, coach to the who of the person, right. And really just recognize that we are all one of one. Like there's only one Whitney there's only one Rebecca, there's only one Sarah. And we all have our own unique experiences, right? So, the more we can get in touch with the who of the client, that leads to powerful coaching. That leads to powerful connection in that space that leads to powerful change and helping people feel supported and that they're enough to do it right to kind of to Rebecca's point, I mean, that connection is something that has a huge, huge positive impact in that I'm extremely passionate about.

Whitney Johnson: So, Jordan, when you said that the two thoughts that came to my mind and my heart were like, you've got to be able to almost grab on to them and see who they are. And you can't coach someone if you don't care enough about them to be direct. And you can only be effective as a coach if there are some pieces of you that deeply loves them as a human being. And I love that, coach to the who". I've never heard that before. That's fantastic. So good. All right, Rebecca, let's go to you and then we'll go to you. Sarah.

Rebecca Woodard: You Know, I'm gonna bring a golden thread through from what we began is a coach needs to get coached. So, you know, you need to always constantly get coached in order to be a good coach to your others, to others. And then the servant and humility. And I also work off of the God grounded confidence that I bring to be direct it's of service to my client. So, I take up an approach where it's full of faith and also, just the servant

leadership, humility. And I feel that it would be a disservice to all anyone, to myself, to any client if I didn't experience coaching for myself, then I wouldn't be a real coach. So, I'm going to stick with that.

Whitney Johnson: Yeah. Rebecca, I love that too. I remember someone saying to me once, my therapist at the time saying to me, every therapist has to be in therapy. And I think the same is true. Every coach needs to be coached. So, that we were walking our talk and I think, I think that's really basically then what that means, Rebecca, is that every single person on this planet needs to have a coach, because every single person on the planet is coaching other people in some form or fashion. Way to talk her own book, right?

Rebecca Woodard: Yeah. Agreed.

Whitney Johnson: Okay. Sarah, what about you?

Sarah Glover: I think my sort of one piece of advice would be cultivate a practice of deep listening. I think listening is you, we all know when we feel heard, and we know when someone is being a generous listener. And I think it's so, it's a concept that feels like it should be easy. But I think because we have so much input in our lives, we are thinking about so many different things that just being present, just really deeply listening is such a gift. And I'm looking at you, Jordan White, because you are one of the best listeners I have ever encountered in my life. And it really is such a gift. And I think it's a gift we can all offer one another. And the experience of both listening deeply and knowing that you've been listened to is really powerful.

Whitney Johnson: That and a great place to practice is with our children. Go ahead. Rebecca.

Rebecca Woodard: Yes, that listening piece is in line with what we're, where leaders actually they falter at, because there's that pride and fear that comes into the picture. And so, they lack that active listening. So, I love what you're saying, Sarah, is that listening is really just such a big, important factor for really anyone in our world, from family to friends to community to work, you know?

Whitney Johnson: Yeah. So good. Okay. So generous listener. Every coach needs a coach and coach to the who. I feel like that's a cheer coach to the who. All right, so last question for each one of you. And if you've listened to my podcast, Jordan, it sounds like you have, then you will know what I am about to ask. And that is what has been useful to you in this conversation. Oh, and I'll preface it by saying this it does not need to be anything that anybody said. It can be a thought that you had an aha that you had. So, your useful could be, what did you hear that wasn't being said.

Rebecca Woodard: I'm going to. I'll throw my piece in here is how much, when I get together with coaches and leaders in our world, so much care is in the space. The energy in the space is care and how much we want to help others. There's a lot of that in the coaching community. So, for anyone who's thinking about getting a coach, go get a coach because we genuinely, genuinely care.

Whitney Johnson: Yeah. And you know what I love about that? What I thought you were going to say, and I think you were saying it, is that there was a sense of care in this conversation.

Rebecca Woodard: Absolutely. Everything is about helping our clients is of service. Right. So, but we do really deep down, and its heart from our hearts, we really want to help our clients and create a great relationship with them and help them grow.

Whitney Johnson: So good. Jordan, what's been useful for you in this conversation?

Jordan White: Rebecca inspired me, and I'm just thinking about the power of community, and, you know, even seeing Sarah's face, you know, here just brings, like, it brings me back to the certification and, you know, just the rich discussions. And to Rebecca's point, like, just the tremendous amount of care that we have for people as coaches and, you know, just the power of community, though, because as a, you know, someone who's more on the introverted side of things, you know, I tend to do a lot of work by myself. And I'm the more, I do stuff like this and the more you know, I'm out having conversations about things that I'm really passionate about that only helps

elevate. I think the, you know, the awareness that I gain as a coach and more specifically, it just continues to make additions to the community of helping people develop and grow. So, I just that's what's on my mind today.

Whitney Johnson: All right. Sarah, what's been useful?

Sarah Glover: Yeah, yeah. For me, it's just continued opportunities to learn. And I'm always so grateful to be in the presence of people who are intentional in their work and reflective and open to growth. And so, you know, even I find even when I'm in situations where it's not necessarily like, there's new something new coming to me, it's like the different ways that that some of these concepts get framed. And I think hearing different perspectives on the way that coaches see the work, the value of the work. Whitney, you said it's about loving the people you coach, and that's so deeply resonated. And so, it's just this, these opportunities to get to learn from coaches who have, you know, who are on your own journeys. And then there's sort of like this big collective coaching journey that we're on together.

Whitney Johnson: So good. All right, so we're at the top of our S curve in this conversation that we're having. I'm going to ask you and invite you to share one word that's coming to mind. And let's do a feeling, because we talked a lot about, you know, you want to stop trying to feel better and get better at feeling. I'm going to do you first, Rebecca, and then I'm going to go to Sarah and then Jordan, and you can take a second because we can edit out the pause. But just what's one word to encapsulate what you're feeling right now?

Rebecca Woodard: Gratitude, full of gratitude.

Whitney Johnson: Sarah.

Sarah Glover: Inspired.

Whitney Johnson: Jordan.

Jordan White: Optimistic.

Whitney Johnson: Happy is my word. Thank you. Thank you for being with us and having this conversation. I feel happy and uplifted and in a different place now than I was when we started an hour ago. So, thank you so much.

Sarah Glover: Thank you.

Rebecca Woodard: Thank you.

Jordan White: Thank you for having us. Whitney.

Here's what I'm walking away from our conversation with. From Jordan, the idea of coaching to the who of the person, was powerful. As coaches, we have to understand more than just their goals – we have to tune into their way of being. It's a healthy reminder that, like Jordan said, we're all one of one.

From Rebecca, there was this journey of formalizing the coaching she had been receiving since she started her first day at UPS. In the course of our lives, we're bound to receive mentorship of some kind, whether that's your boss at work or your older sibling. Rebecca was lucky enough to work at a place that valued one-on-one coaching early, and that initial experience has guided her to her practice today.

And from Sarah, I wanted to emphasize the accessibility of the S Curve model. I'll read you back something she said about her certification - "the S Curve door is wide open in the way you think about the concept and the way you think about growth." A guest we had on a bit ago, the Saudi ambassador to the United States ([episode 325](#)), talked about opening the door and holding it open for others. There's a tangible feeling when we see a client has clued into the S Curve to understand what growth looks like!

Thank you again to Rebecca Woodard, Jordan White, Sarah Glover, and thank you for listening. If you enjoyed today's show, hit subscribe so you don't miss a single episode. If hearing from our coaches has got you interested in Smart Growth Certification, visit TheDisruptionAdvisors.com/certification to learn more and register for an upcoming informational webinar.

Thank you to our producer, Alexander Tuerk, production assistant Etta King and production coordinator, Nicole Pellegrino.

I'm Whitney Johnson.

And this has been Disrupt Yourself.