

## **SBS Interview with John Sader, student at TCI**

### ***How many clients do you have?***

Currently I have 2 major corporate clients that feed me about 40 individuals that I see on a regular basis.

### ***Are you a student at TCI at the moment or you were previously?***

I'm currently still a student with TCI.

### ***What program do you do there?***

Accredited Professional Coach program.

### ***And prior to that had you done another program? Did you do the graduate diploma?***

Yes I started in the entry stream with them and progressively worked my way through to now completing the Accredited Professional Coach. I was introduced to TCI by a friend of mine who was completing that entry level program and that's how I began my journey into coaching.

### ***When did you start the entry level program and when are you expected to finish the Mastercoach program?***

I started in September 2013, and the expectation for the completion of the Professional Coach is 2016 or 2017. Other certifications within that period have also come through, which were offered through the institute also. So it's not just the Professional Coach program but I have also studied Meta Dynamics™ and been certified in the different levels of Meta Dynamics™ up to Level 3 which is that of a facilitator.

### ***What's the appeal of studying with TCI beyond that entry level program? What's the appeal of getting the masters qualification for example?***

The appeal is... at the entry level you learn a lot around the things which affect the individual, inclusive of self. There's a journey that's to be had in that, certainly a journey of self-discovery as we let go of many of our own limiting beliefs and transition to more functional, more resourceful, more accurate ways of approaching life. So at the entry level there's that. As we progress through the other channels, we understand more around how we can most affectively enter into the map of our client's world. When I talk about the map, what I am referring to is that everything that we experience is a by-product of the beliefs we hold in place. When we're at the entry level we are very much coaching on a surface level base, so a client might present with a relationship problem and we coach them around the relationship. As we progress in our studies and understanding what tends to happen is that we discover that there are underlying factors that when they're actually dealt with and addressed, it completely removes what would be the surface issue because now the person is far more functional in the way that they approach relationships as a whole versus just coaching the relationship that they believed was the issue.

### ***What were some of the limiting beliefs that you found you had about yourself that were addressed when you started the entry program at TCI?***

There were plenty of them.

1. I didn't believe that I could effectively learn
2. Didn't believe that I could deliver value in this capacity to another individual
3. Didn't believe that I could make a career out of it
4. I saw it as more of a personal development experience.

Consequently, when I resolved some of these beliefs I was able to begin the journey of realising there was another level I could play at and there was value I could give others. I realised that the student became the teacher.

***How has the journey through TCI changed you as a person? How do you feel now that you've had the level training that you've had?***

I'm a far more resourceful individual, very certain in myself, I can navigate most challenges in life without feeling as though the world's caving in on me. I see things as opportunities rather than hindrances. So whenever there's a challenge that presents itself it's an opportunity for me to learn more about myself, and about some of the resources that are within me that previously I wasn't aware of and how to access them and leverage them to achieve the outcomes that were best desirable.

***What kind of outcomes are you seeing in your clients? How do you help them in their lives?***

I'm seeing a variety of different outcomes. A lot of it comes back to emotional wholeness. People who have experienced trauma in the past, abusive relationships, sexual abuse, a traumatic event, and it's held them in a pattern, it's fractured the way that they perceive their own identity, they feel incomplete. As a result of the coaching journey, they're able to let go of certain aspects and still hold on to major learnings and as a result of that they achieve wholeness within themselves.

***You mentioned sexual abuse and things in people's past that might have traumatised them. What do you say to the argument that perhaps somebody with a medical qualification, like a psychologist for example, is better equipped to deal with people who are battling these issues, than someone who is trained as a life coach?***

I would agree in the context that a psychologist, psychiatrist or a medical professional is definitely the first port of call. Life coaching is a complementary modality which if provided with the consent of the medical practitioner, or professional, can really help but it's certainly not the first port of call for a lot of people, but some people do come to us before they go to others and depending on how well the coaches are trained, and I must make the distinction, an entry level coach is not equipped for that. So the advanced learning is required in order to be able to suitably assist an individual in that capacity. Because the entry level coach will more than likely, find themselves overwhelmed with the situation and having to refer on and that is definitely something that is promoted within TCI – if you ever come to a limit, make sure you refer up the chain to someone who has received appropriate training.

***Are they advising you to do a sort of screening process when you're taking on new clients to ascertain what's in their past that might be coming up in their work with you?***

Absolutely. With all of my clients they complete a detailed personal history which gives me a very good awareness of where it is they're currently at and what it is that they've experienced, and there's a determination made as to whether or not we are a suitable match. The last thing anyone wants to do is to hinder their progress.

***Have you turned anyone away?***

Yes.

***How many people would you say you have turned away?***

I'd only be speculating, but there have been occasions where I've had to say 'we're not a good fit, I believe you are best suited to seek another type of modality'. A different professional and consequently, sending them off to see someone other than a life coach.

***And what do you love about coaching. Do you think that this is the career for you now that you've found it?***

Loads. The ability to affect people's lives in a positive manner, to add value, to teach these models so that people are then self-sufficient, it's not a case of having a dependency on the coach it's about empowering the individuals so that they are able to move beyond the place that they find themselves in, and so that they have ecological outcomes that are good for themselves and for others and the greater good. It's an avenue unlike anything else that I've ever experienced. It comes from the presupposition that we are all whole and complete and that the map is not the territory. So the experiences and beliefs aren't necessarily reality. As a result of that we can shake up the map, open up opportunity, allow people to experience a different type of reality just through them seeing those opportunities and perspectives which greatly improves their quality of experience in life.

***Do you think everyone could benefit from a life coach?***

Everyone can benefit from personal development.

***Talk to me a little bit about TCI. I'm interested in the culture there. How would you describe the culture?***

It is very supportive. They encourage us to lean in, lean into the learning, into the unknown, into our own uncertainty, because it is by leaning into the uncertainty and unknown that we discover the very things that are within us, which previously we weren't aware of. For example, this conversation that we're having right now, I don't believe I would have had the capacity to do this prior to studying with TCI. The level of confidence and certainty that comes as a result of being able to navigate all of that uncertainty builds self-trust. And when we can trust ourselves we can tackle any obstacle that we're faced with. So culturally, it's very much conducive to that.

***Does it make you feel good as well that they put you up as a model of a happy student? Do you feel like you're an ambassador for TCI to a degree?***

I feel that I am an ambassador to life, more-so than to TCI. And I believe that they respect that and that each and every one of us makes our own decisions and chooses the actions that we take and consequently, I've chosen to run full steam with the learnings that I've learned, apply them, I've stumbled, I've fallen, I've gotten back up, and I believe that anyone can benefit from doing the same. Whether they see me as an ambassador or not, is neither here nor there. I'm an ambassador for life, and for people with the opportunity to see more within themselves and to learn to love 'self', because it is by learning to love ourselves that we give ourselves the greatest level of gift. From that space we can learn to love others.

***And when you reach the end of your studies at TCI, how much money do you think you would have spent on the various programs in that period of time since 2013?***

I'd be somewhere upwards of \$20,000 in terms of total investment study, but the return has outweighed the investment, just at an emotional level. The level of wholeness that I experience these days...I remember back in the day, I'd go to sleep at night, worrying about having to get up and go to work the next day and worrying about whether I was doing a good enough job and worrying about whether my family was going to be ok and all those sorts of things, and it's not the case anymore. I go to sleep these days and I feel so at peace, knowing that I am able to contribute massive levels of value to people's lives and I know that if this is the beginning of the journey where I am now, and it really is, I know that in years to come, that's only going to accumulate and it's only going to get better.

***You mentioned that coaching has helped you with fatherhood as well, could you speak to that?***

Often times, we don't realise how much of an impact we're having on our children's development, I've got a three year old, going on four, and each day that I interact with her, I'm mindful of the messages I'm sharing with her, the lessons that I'm imparting to her, because I believe that during these formative years, her identity is being fashioned uncritically and oftentimes, at least within my own childhood, my parent's limits became my limits, their fears became my fears, so as a parent, having gone through this coaching journey, and still going through this coaching journey, I've learned that the most important thing is to instill within my own daughter belief in herself, in her ability, so that no matter what it is that comes in life, she knows that she is an individual of value. So from that perspective, coaching has assisted me tremendously.

***Just in reference to this interview, did Sharon Pearson or anyone at TCI, contact you and instruct you on how to answer these questions or how to answer any questions that might come up about negative allegations about TCI?***

No. I was contacted by TCI to let me know that SBS had made an enquiry around putting together a story on coaching, and they said 'we'd love for you to get in contact, would you be willing to?' I said "absolutely".

***SO they never said to you in any way, this is how you should respond or not respond?***

No not in any capacity. Is there something else that you'd like to ask?

***Well, I'm just interested because TCI initially seemed quite reluctant to speak to us. And so I was intrigued that they were welcoming for you to speak to us and I wondered if there was any control there?***

No, I mean I don't have a vested interest in this, beyond the relationship of student and institute, that's where we're at the moment.