TRUST LEADER · FOR COACHES

The Manifesto canvas

THE TRUST leader

Know where you're going before you ask anyone to come with you.

The Manifesto puts a client's aim, beliefs, motivation, Why and values on one page. It gives the coaching a clear purpose, and it is the starting point for the next question: whose support will it take?

HOW TO USE IT

1. Work through the boxes over one or two sessions.
2. Your client writes every word; you ask.
3. Don't aim for perfect. It is a working draft they will change.
4. Finish with the last box: who they need.

1 What do I want to achieve?

- Picture three to five years from now. What difference do you want to have made?
- What would you see that tells you it is happening?
- Can you say it in one sentence?

2 Who do I want to serve?

- Who benefits most when you get this right?
- What would change for them?
- What would it be worth to them, in their words, not yours?

3 What do I believe?

- Which beliefs shape how you work and decide?
- Which of them do you want to keep and stand up for?
- Which one holds you back, and what small test would show whether it is true?

4 What motivates me?

- When does your energy lift at work? What is going on at those times?
- What drains it, and what does that tell you?
- How could you spend more time where your energy lifts?

5 What is my Why?

- Why does this matter to you, not only to the business?
- What contribution do you want to make, and what should it lead to?
- Statement of intent: what you will do and why, in words someone else could get behind.

6 What are my values?

- Which three to five values would you hold to, even when it costs you?
- Where did you last see each one in what you did?
- Which one is hardest to live by at the moment?

7 How will I act to support my values?

- For each value, what would someone see you do?
- How do you want people to describe you, and how do they describe you now?
- What is one thing you will start, stop or keep doing?

→ Who do I need?

- **Whose support does this depend on?**
- **Why would they want to?** What would supporting you mean for them?
- Which of their concerns could you answer first?

Between sessions: in the Trust Leader Hub, three Purpose playlists help a client work through each part of the Manifesto with prepared activities. Then a Trust Map looks at the person whose support they need. Available to Practitioners and their clients.

Two prompts adapted from ISCL, 365 Safety Coaching Questions.

TRUST LEADER · MANIFESTO

My Manifesto

THE TRUST leader

Name | Date | Review on

1 · What do I want to achieve?

The difference I want to have made, in one sentence.

2 · Who do I want to serve?

Who benefits, and what changes for them.

3 · What do I believe?

The beliefs I will stand up for.

4 · What motivates me?

When my energy lifts, and why.

5 · What is my Why?

Why this matters to me.

My statement of intent

What I will do, and why, in words others can get behind.

6 · What are my values?

Three to five, with an example of each.

7 · How will I act?

What people would see me do, for each value.

Who do I need, and why would they want to?

The people whose support this depends on, and what supporting me would mean for them.