OVERVIEW

Offer Storyline

Diagnose the situation, choose a target and capture the first insight.

CLIENT / ROLE	COACH	SESSION DATE

PURPOSE

Use this coaching worksheet to describe the client's before, practice and after without guarantees. Leave with a three-scene programme story that can be tested in real, respectful, consent-based work.

WHY THIS MATTERS

Start with client interviews, manager challenges and permissioned programme feedback. Watch for telling a rescue story where the client is passive. Review programme understanding in discovery as a learning signal, not a promised result.

SELF-ASSESSMENT / SCORE EACH DIMENSION 1 TO 10

LOOK FOR	NOW /10	GOAL /10
01 Audience fit		
02 Problem clarity		
03 Coaching fit		
04 Proof quality		
05 Differentiation		
06 Message recall		

QUICK REFLECTION

Which dimension is the best starting point for this focus: describe the client's before, practice and after without guarantees?

DEEP WORK I

Offer Storyline

Use actual evidence. Separate what happened from what you assume it means.

01 / CURRENT PICTURE

01 Review client interviews, manager challenges and permissioned programme feedback. What observed moment shows the need to describe the client's before, practice and after without guarantees?

02 What did the client, colleague or manager actually say or do? Record one concrete example.

02 / THE LEVER

03 When you try to describe the client's before, practice and after without guarantees, which step breaks down first, and in what context?

04 What assumption are you making that the evidence does not yet support? How could you check it?

03 / PRACTICE & TEST

05 Coach question: What will the client do differently in a real workweek?

06 How could you replace telling a rescue story where the client is passive with a fair, specific and testable move?

DEEP WORK II + WORKSHEET

Offer Storyline

Build a usable artifact, then pressure-test it with a real-world scenario.

07 What must a three-scene programme story contain to help the user describe the client's before, practice and after without guarantees? Name the first two decisions it supports.

08 Where might telling a rescue story where the client is passive show up? How will you notice it and adjust before the client or a colleague is affected?

EXPERIMENT LOG

Complete five rows while building a three-scene programme story. Use only approved, non-sensitive examples.

MOVE TO TEST	CONTEXT	SUCCESS SIGNAL	LEARNING
01			
02			
03			
04			
05			

BRING INTO THE NEXT COACHING CONVERSATION

Ask: What will the client do differently in a real workweek? Check: programme understanding in discovery.

ACTION PLAN

Offer Storyline

Move from insight to observable practice, with a realistic measure and review date.

FROM INSIGHT TO ACTION

STEP	PRACTICE ACTION	BY WHEN
01 REVIEW	Inspect one real example from client interviews, manager challenges and permissioned programme feedback.	
02 BUILD	Draft a three-scene programme story using that evidence.	
03 REHEARSE	Practise the move with a coach or peer and request one correction.	
04 TEST	Try it in one relevant, a real, consented work interaction.	
05 ADAPT	Review programme understanding in discovery and change one thing.	

SUCCESS METRIC

Leading signal: programme understanding in discovery. Choose a baseline and a realistic target; outcomes are not guaranteed.

MILESTONES / WHEN WILL YOU LOOK FOR EVIDENCE?

CHECKPOINT	WHAT YOU EXPECT TO SEE	REVIEW DATE
DAY 30		
DAY 60		
DAY 90		

SUPPORT NEEDED

MAIN RISK

COMMITMENT & FIELD NOTES

Offer Storyline

Agree the next move, track what happened and return with evidence.

MY COMMITMENT

In the next relevant situation, I will use a three-scene programme story to describe the client's before, practice and after without guarantees.

IF THIS GETS IN THE WAY, I WILL...

PARTICIPANT SIGNATURE

DATE

WEEKLY FIELD NOTES

WEEK	SITUATION	WHAT I TRIED	EVIDENCE + ADJUSTMENT
01			
02			
03			
04			

IN THE CLIENT OR MANAGER'S WORDS / USE PERMISSIONED, NON-SENSITIVE WORDING

NEXT REVIEW

ACCOUNTABILITY PARTNER

Keep client and employer data private. No results are guaranteed.