

# Powerchange Therapeutic Coaching

**a guide for GPs  
and healthcare professionals**

“We are here to provide the time and the resources your patients need, based on a firm commitment to shared values, outstanding quality, and evidence-based results.”

- Andrew Sercombe, Director.



# Therapeutic Coaching

## An educated choice.

*Over the last twelve years we've researched, tested and developed exceptional coaching techniques for men, women and young people from all walks of life and from around the world.*

*Increasingly the emphasis of our work had been non-drug Therapeutic Coaching, inspiring and empowering those who have been experiencing personal difficulty, emotional pain, or persistent unhappiness, and showing them how to move on.*

*Powerchange Therapeutic Coaching has proved highly effective, resulting in long-term testimonials of permanent improvement as well as professional endorsement. We are providing people with what they need.*

*In 2010 we decided to direct our attention further towards this important 'quality of life' imperative, and develop an empowering programme based on self-coaching skills, so that clients can re-programme their own thinking at a deeper level, and move beyond the short-term 'bounce-off' effect of many therapeutic and wellbeing interventions.*

*We want to partner with you to become part of the solution for those whose lives are not working the way they want, and specifically those who are experiencing persistent unhappiness, and who don't need - or are reluctant to accept - medication.*

*Thank you for your interest. To speak to me personally, just call the number below.*

*Here's to a much better future,*



*Andrew Sercombe, MAC, Cert Ed.*

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## Education or Therapy?

Both. Therapeutic Coaching is a highly efficacious learning tool, and education in its widest sense can be profoundly therapeutic. It enables the patient/client to embrace and engage with knowledge-based therapeutic solutions with minimum resistance.

Powerchange Therapeutic Coaching focuses on developing a professional collaborative relationship with the client during which we identify together, and restore, key informational rather than pharmaceutical elements that are currently missing. Few GPs need further convincing of the powerful effect of carefully introduced significant information to reverse a downward spiral and develop a restorative psychological environment.

Powerchange Therapeutic Coaching provides a skilled linguistic input enabling clients to actively engage with what they need to rebalance their emotional and psychological chemistry and retake control of their wellbeing.

### Patient or Client?

Of course both words are used to refer to the same person, though we prefer the word 'client'. 'Client' seems to convey a greater strength and a greater sense of being in control of their life and future. Both of these are important for people to move beyond their status quo.



### Physical and behavioural complications

**Substantial emotional pain often produces a complicated array of professionally recognisable physical and behavioural symptoms, including unexplained physical pain, and unwanted behaviour. These typically no longer present following a course of Powerchange Therapeutic Coaching.**

**Powerchange Therapeutic Coaching is proactively patient focused. We have the tools to help create and maintain an empowering environment of emotional and psychological health.**

## **Our therapeutic coaching is ...**

### **Effective**

We have many testimonials on file from clients who have had no significant recurrence of symptoms.

### **Proactive**

We coach towards full psychological wellbeing and provide personalised therapeutic interventions that empower and sponsor an emotionally healthy lifestyle.

### **Confidential**

Coaching notes do not end up on medical or company records. They are confidential to the client and Powerchange.

### **Holistic**

Powerchange's therapeutic coaching benefits every area of the client's life, including relationships, work, family and financial wellbeing.

### **For people with emotional pain**

Emotional pain is often a healthy response to an unhealthy historical psychological injury. Emotional pain recedes surprisingly quickly when the client is back in control of their thinking.

### **Affordable**

Our fees reflect the diversity of our clients, the current market and the significant value of what we provide. Concessionary rates as well as a personalised payment plan are available.

### **Good for Doctors**

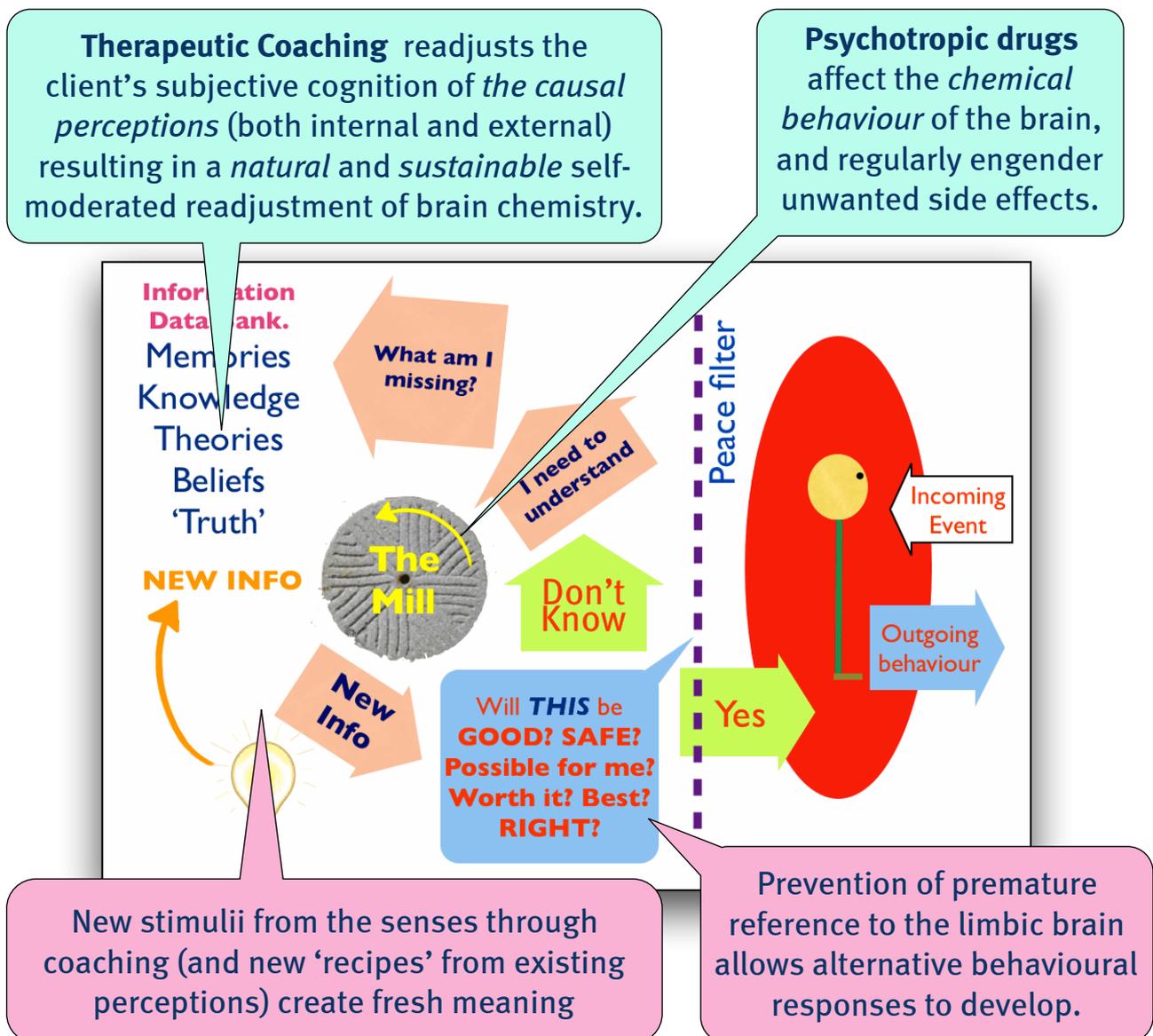
Doctors report a substantially reduced rate of returns to the surgery following Powerchange Therapeutic Coaching, reducing workload, freeing up appointments and reducing costs.



*We have a substantial portfolio of specialist coaching 'tools'.*

## Good Practice

The use of *symptom-specific unexpected questions* in the Therapeutic Coaching process exercises the two way (in and out) neural connectivity between the Limbic areas of the brain and the Prefrontal Cortex, inhibiting premature ‘limbic’ reactions and allowing for more measured and meaningful cognitive processing, particularly in the frontal lobes. New neural pathways develop, with the associated *dis-*engagement from previous, unhelpful ones, resulting in significant and welcome shifts towards beneficial behavioural change.



**This presentation slide** (without the explanatory boxes) illustrates how we employ simplified user-friendly images, metaphors and language with clients to promote easy uptake. The appointment (normally a minimum of two hours) gives us time to explain the neurological processes involved in healthy cognition and to ask and answer questions.

## About Powerchange

**With offices in London, West Sussex, South Wales, and the Midlands, Powerchange provides a personal development service offered to suitable prospective clients to help them live in a way that is emotionally healthy and personally sustainable.**

Using a multi-disciplinary non-drug therapeutic coaching approach, our team collaborates with clients in improving the quality of their lives by enabling them to do more, feel better, live well - and be in control again.

Typically, our clients are those who are experiencing long-term persistent unhappiness or emotional pain. They come from a wide background of socio-economic groups, and vary in age, gender and outlook.

**Powerchange coaches use ethical rapport-building skills to enable the client to experience an inclusive and safe learning context where they can discover and take on board what they need to know about themselves and those around them in order to live well.** They collaborate with the client in creating new, fresh, and sometimes less conventional solutions, depending on the client's needs.

## Questions

### **What about supervision, benchmarking, CPD, and a Code of Conduct?**

Powerchange coaches have ongoing supervision from a qualified Coach Supervisor, and a benchmarking and assessment programme for their Continuous Professional Development.

We conform to or exceed the Codes of Conduct of major coaching bodies, ICF, EMCC, and the Association for Coaching here in the UK — all well documented on our website.

### **What approach do you take to emotional health?**

We are careful to make sure clients get what they need based on good science, and not some off the peg formula that may or may not fit their life and situation. We give time to exploring with the client what is going to work best for



them - what their needs and aspirations are, the most helpful approach, the time we'll need together, face to face, phone or Skype - and then suggest a plan for them to think about.

We want to work with people who are comfortable with trusting us to provide the best for them. Their all-round well-being is our priority. If we don't think our approach will work for them we'll say so.

### **What therapies do you use and how old are they?**

We're very careful to use whatever approach will get the results the client needs. That may be our own highly effective Auto-Response Psychology (ARP), including NDSA (Non Drug Sensory Adjustment), or integrating something cognitive-behavioural, or another well respected approach. We look for 'best fit.'

We're well aware that many 'accepted' psychological interventions are 50 years old or more, and today's therapies can be much cleaner and faster in delivering results - *hours instead of months and years*. NLP (Neuro Linguistic Programming) has some helpful exercises. Transactional Analysis (TA) also has something to offer. Timeline Therapy can be really effective with some clients, and of course ARP.



#### **Shared values**

means providing you with ongoing advice, support, information and training as part of our relationship with you. We're committed to work in collaboration with our mutual partners - GPs, psychologists, HR professionals, nurses, clinics, and other specialists.

#### **Is Powerchange Therapeutic Coaching a form of CBT?**

Cognitive Behavioural Therapy is recognised in the UK by the National Institute for Health and Clinical Excellence, as an accepted 'talking' therapy for some psychological conditions. Our coaching is cognitive — the coach will empower the client to think differently. It is behavioural — it will change how they behave. It is also therapeutic — they'll feel better. But we're not keen on labels in our coaching, and avoid the CBT label for a reason.

**Today the neurosciences have given us a vast resource of new knowledge of how people 'work'. We draw on that ever-growing body of knowledge to coach our clients.**

## What underlies the Powerchange approach?

Our clients tell us that one reason they are drawn to Powerchange is because of its sense of 'foundation'.

We take full advantage of the very latest knowledge from around the world about how people 'work' and what makes them successful in what they choose to be and do.

We also know that psycho-spiritual and psycho-social issues are important in understanding what is going on behind behaviour, self-esteem, motivation and change - the reason we sometimes explore the client's background beliefs. In fact understanding these is essential to managing the process of lasting health. Our coaching reflects this.

Research shows that people who generate the more 'human' values such as love, joy, peace, patience, kindness, goodness, and self control report enjoying each day more fully - however tough that day may be, and integrating better.

*We want to partner with you to become part of the solution for those whose lives are not working the way they want, who are experiencing persistent unhappiness, and who don't need - or are reluctant to accept - medication.*

**Please call or email us for a no-commitment conversation.**

### Three Key Beliefs

Powerchange coaches are inspired by three key beliefs. They are at the core of everything we do - our coaching, our relationships, our marketing and sales - and our attitude to you.

Here they are:

1. All human beings have equal intrinsic priceless value based on the reality of their existence, not on performance, physical attributes, intelligence, wealth, health, social status, or anything else.
2. Our lives 'work' better and we are emotionally healthier when we are able to collaborate effectively with others – people experience a greater sense of personal success, satisfaction, confidence, and contentment.
3. Human beings are born to be free - free to create and choose how they think and act - and are accountable for what they do with that freedom.

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