



## Presentation at BVA Congress

27-29 September 2007  
Belfast, North of Ireland

### PLEASE NOTE:

While this presentation may be quoted from it cannot be reprinted in full without the permission of the author and the BVA



## Dr Des Rice

- 1972 MVB Degree - UCD, Dublin
- 1974 Tropical Vet Science, Edinburgh (Dick)
- 1984 PhD (Nutritional Biochemistry) Queens, Belfast

## Dr Des Rice

- 2 years Large animal practice
- 1974-78 Vet Investigation, El Salvador
- 1978-88 Vet Research Lab, Stormont
- 1988-07 Consultant in Nutrition to Farmers / Vets / Feed Industry
- 2003-07 **Life, Executive and Team Coach**



## Benefits of being Life or Executive Coached



## Give up

- Not being yourself
- Only pleasing others
- Having to control people
- Having to control events
- Frustration with others
- Pretending
- Struggling
- Procrastination
- Being irresponsible
- Complaining/Blame
- Apprehension/Overwhelm
- Rushing around
- Being nice
- Going through motions
- Disconnectedness
- Being ineffective
- Self-limiting behaviours
- Self-limiting beliefs

## Create!

- Being your true self
- Focus and Clarity
- Clear values & commitments
- Meaningful Goals
- Straight Communication
- Honesty and Integrity
- Being responsible
- Self Confidence
- Self Awareness
- Decisiveness
- Supportive behaviours
- Supportive self-beliefs
- Effectiveness
- Efficiency
- Great work/ life balance.
- The life you want
- Your dreams
- Fulfilment and Joy

## Create!

- Being your true self
- Focus and Clarity
- Clear values & commitments
- Meaningful Goals
- Straight Communication
- Honesty and Integrity
- Being responsible
- Self Confidence
- Self Awareness
- Decisiveness
- Supportive behaviours
- Supportive self-beliefs
- Effectiveness
- Efficiency
- Great work/ life balance.
- The life you want
- Your dreams
- **Fulfilment and Joy**

## Fulfilment, Happiness, Joy

- Most people think of **happiness** as an **outcome**, i.e., “when I have/am/do **X** I will be happy”
- But it seems that happiness depends as much on the **process** as on the outcome!!!!
- So, that is why Life or Executive Coaching involves defining and achieving **Goals**, by taking ongoing **Action**
- The key coaching question is always: “based on your current reality, what is the **best next step**”
- Fulfilment and Joy result from the **process** or **journey** of striving to and achieving goals throughout life.

Which Goals are worth achieving?

Those which make us fulfilled and joyful!

## How do we know which Goals will make us Fulfilled and Joyful?

- Examine your **dreams**/ideal situations
- Check **values**. What is important to you?
- Change dreams to **goals**:- take **action**(s)
- Overcome **limiting beliefs**!

Simple

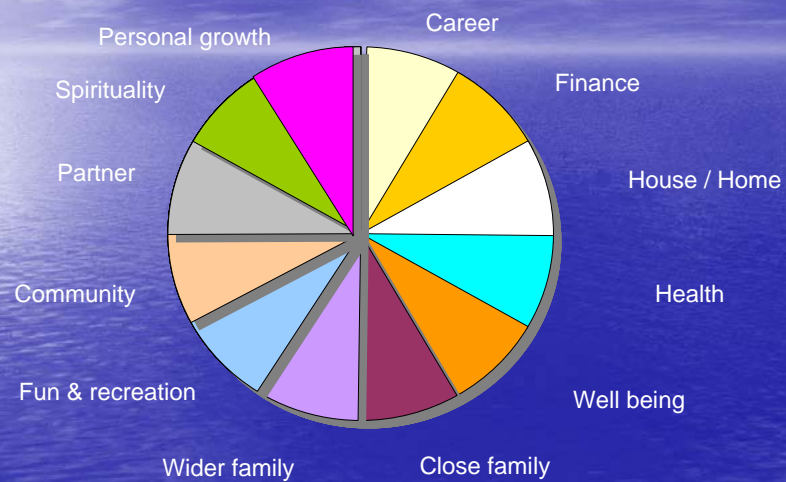
## The 4 levels of happiness - Plato

1. Immediate Gratification: maximise pleasure/minimise pain - Hedonism
2. Personal Achievement: ego centered, better than, gain advantage. All about "ME"
3. Good beyond Self. That includes "WE" and "IT" components
4. Ultimate Good – transcendent quality; beyond "I", "WE" and "IT",

*Success, and happiness, cannot be pursued.  
They must ensue,  
as the unintended side effect  
of one's personal dedication  
to a cause greater than oneself*

Victor Frankl, Austrian Psychiatrist

### *Fulfillment, Joy and The **Coaching** Wheel-of-Life*



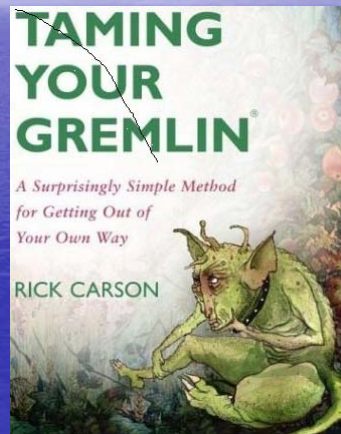
The real Key to all of this is to  
**understand** oneself

- This can only be done by having **conversations**
- Conversations are what make us **HUMAN**
- The key to beneficial conversation is **listening**
  - Listening is the corner-stone of Coaching –  
because it creates **understanding**

Listening to oneself- is it possible?

- The conscious mind – **8-10 thoughts**.
- A good friend- is a good listener !
  - Helps you make sense of your thoughts
- Writing your thoughts (**Journaling**) helps

All of these help bring control to our mental  
“**Feral Chihuahuas**” , our “**Gremlin**”!



## Achieving fulfilment and contentment in Life

1. Listening to Understand oneself
2. Clarifying dreams/goals
3. Taking action to achieve ones goals
4. Identifying and dealing with limiting beliefs
5. Becoming emotionally competent
6. Identifying one's core values



## Listening skills



## A good conversation

Occurs when  
both parties  
feel they have been  
**well listened to**

## The listeners role is to

And ask open questions  
Have empathy and compassion  
Feed back what you hear  
**To create understanding**

## Open Questions

Who, what, where ,when, how, (why)

- What happened
- When/where/how did that happen
- How did/do you feel
- Why were you so scared/angry/shaken
- What are/were you concerned about
- Who else was involved
- How was it for them
- What will you do now
- What are your options
- Who could help you
- When will you do that
- Tell me more about that

To really **understand** one must

See the world from the persons point of view  
By listening & asking open questions &  
**Restating** what has been said.

One doesn't have to agree with the other person  
One just needs to **understand** their view of the world

## 3 types of Listening

- Level 1 – Internal Listening
- Level 2 – Focused Listening
- Level 3 – Global Listening

## Level 1 Internal Listening

- Relates to oneself, NOT the speaker
- Associated with
  - "self talk",
  - selfishness,
  - "being smart"

## Level 2 Focused Listening

Focus is on the speaker, NOT on oneself

Associated with noticing :

behaviour

emotion,

energy,

concerns,

what is said & what is not said

One is "over in the speakers world"

One is **understanding** what is being said

## Level 3 Global Listening

- Picks up everything, using
  - hearing,
  - intuition,
  - feelings
  - one's **whole self**

## Examples of Levels 1, 2 & 3 Listening

## Carl Rogers, Father of client-centered Psychology

- When a person is understood,
  - an enormous emotional burden is lifted,
  - stress and defensiveness are reduced
  - clarity increases.

## Listening to oneself

- Each person has a series of "selves"
- These must be "listened to"
- One thus gains an "Integral self-perspective"
- The role of Elders!
- This is why Life / Executive Coaching is effective
- Self-coach:
  - with a "Listening" friend or "Journaling"

# GOALS

Goals, when being achieved, should enhance our lives and bring us fulfilment and joy.

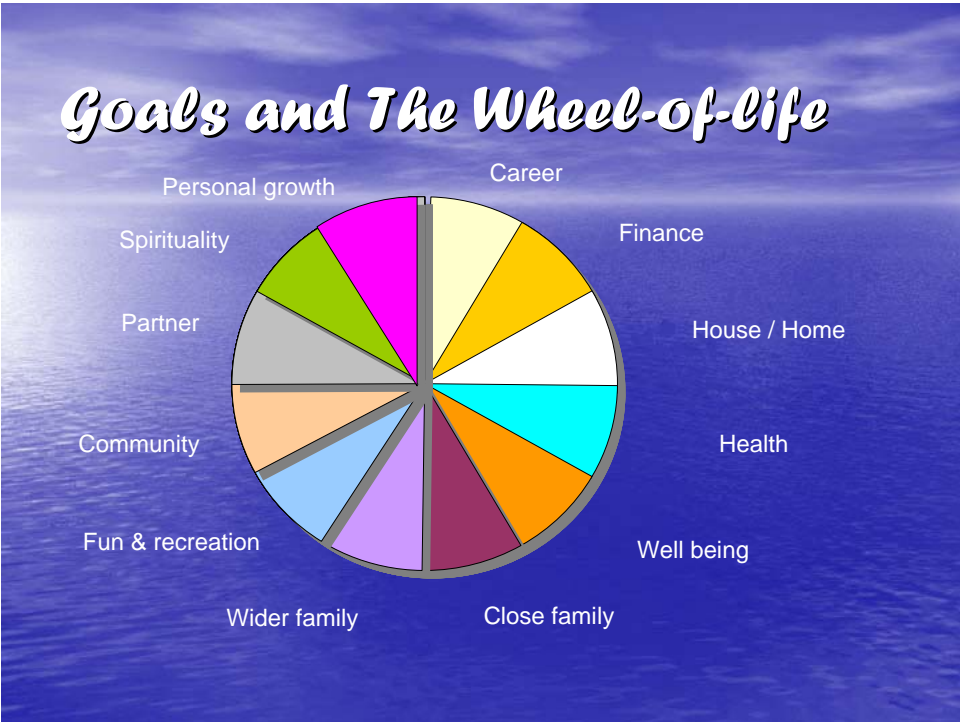
Distinct from dreams or idle wishes

There is positive intent, absolute commitment and ongoing planned action.

## Exercise

Think about 3 important things that you have promised yourself, or have dreamt of doing, having or being, but have not yet achieved

**A GOAL**  
**is**  
**A DREAM WITH ACTION POINTS**

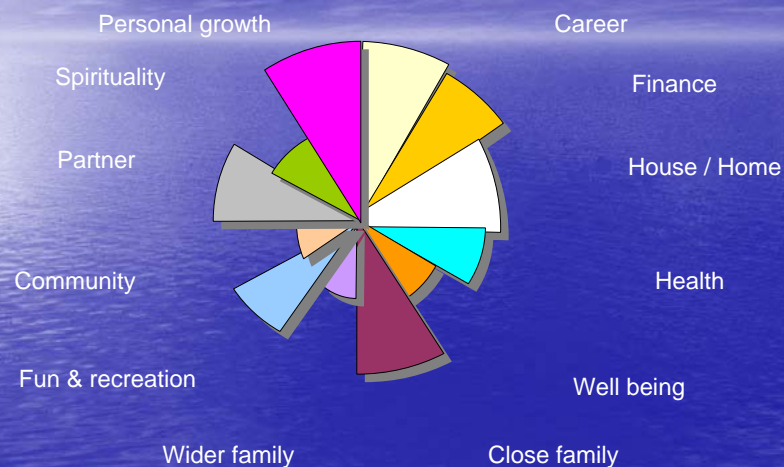


## Defining Goals using the **Wheel of Life**

- Think of your ideal / dream for each one
- Score your current situation - scale of 1 to 10
- This might look like:

➤ <i>Career</i>	9	➤ <i>Personal Growth</i>	9
➤ <i>Finances</i>	8	➤ <i>Spirituality</i>	1
➤ <i>House / Home</i>	8	➤ <i>Partner/spouse</i>	7
➤ <i>Health</i>	6	➤ <i>Community</i>	2
➤ <i>Fitness / Wellbeing</i>	4	➤ <i>Fun &amp; Recreation</i>	5
➤ <i>Close Family</i>	6	➤ <i>Wider Family</i>	2

## *The Wheel of life*



## How to achieve Goals

- Prioritise
- Write them down
- Acquire the skills
- Be passionate
- Use present tense
- Get support
- Use affirmations
- Use visualisation
- Act "as if"
- Review progress
- Acknowledge & reward yourself !

What about the 3 Dreams that  
you have never achieved?

## Goals & Timescales

Break large goals into smaller ones

"The only way to eat an Elephant" ?

"One bite at a time" !

We overestimate what we can do in 3 months

**BUT**

We underestimate what we can do in a year

*Tony Robbins*

# Beliefs

Henry Ford

If you believe you can

Or

If you believe you  
cannot

**You will be right !**

# What is a Belief ?

An idea that the mind possesses?

## What is a Belief ?

A belief is **not** an idea that the mind possesses...

It is an idea that possesses the mind !

Designed & imprinted in our **sub conscious mind**,  
mostly, but not exclusively, in childhood

## Effects of Beliefs

Beliefs can be empowering or  
disempowering

## Short Poem (cinquain)

F\*\*\* it  
He said  
Getting it wrong again  
His father told him that he would  
He did!

*Des Rice, 2006*

## Limiting Beliefs (Be, Do, Have)

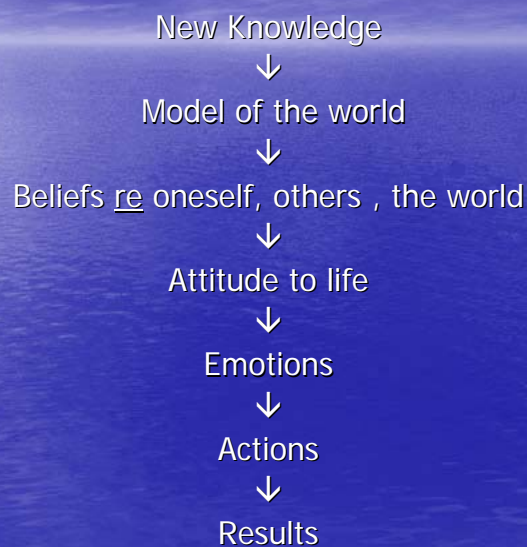
- I am a bad communicator
- I will never be respected
- I am always unlucky
- I will never be able to swim
- I will never be able to use a computer
- I will never have money
- I will never be happy
- Women are incomprehensible
- Men are only interested in one thing

## Impact of Beliefs

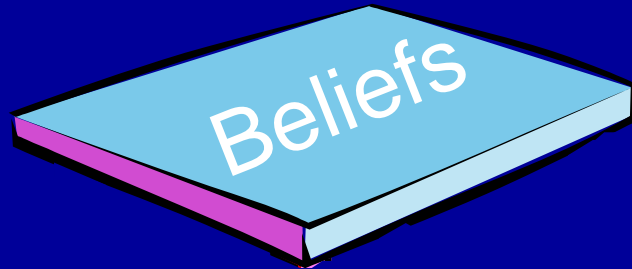
- Stored in the subconscious mind
  - purely a filing system
  - is non-judgmental
  - produces **feelings** based on an action
- The feelings help or hinder you
- The response is Pavlovian

**Only you can rearrange the files**

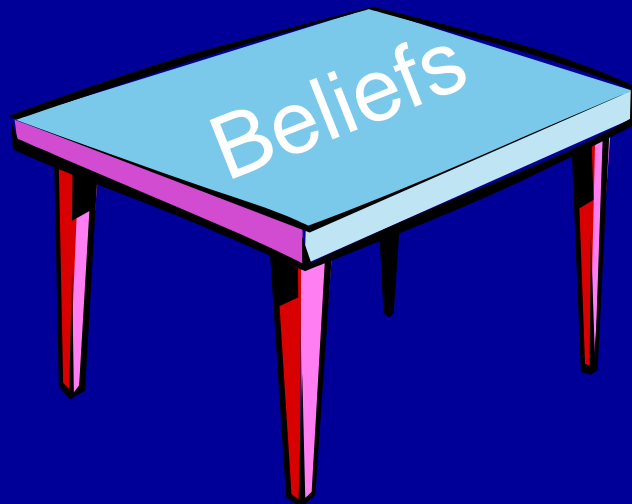
## Beliefs and Human Behaviour



Beliefs:  
Are they sustainable?

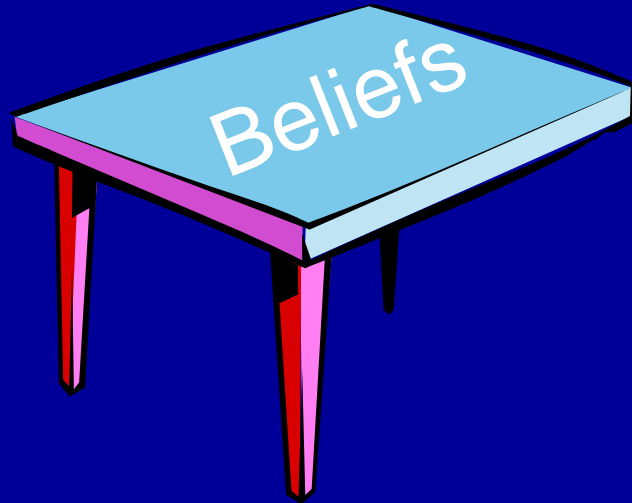


Beliefs:  
Are they sustainable?

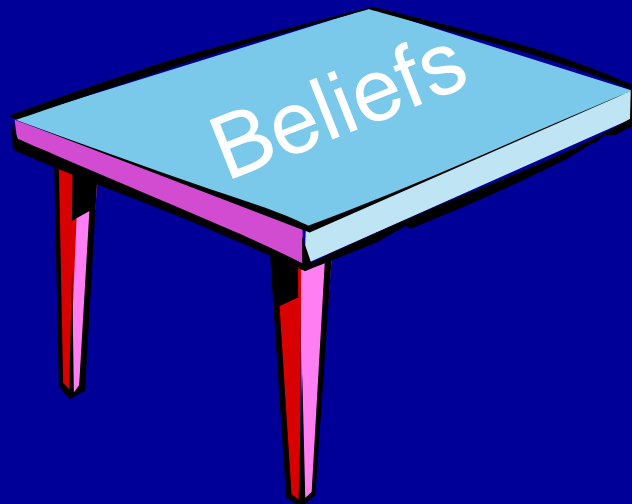


Support  
Structure  
Information

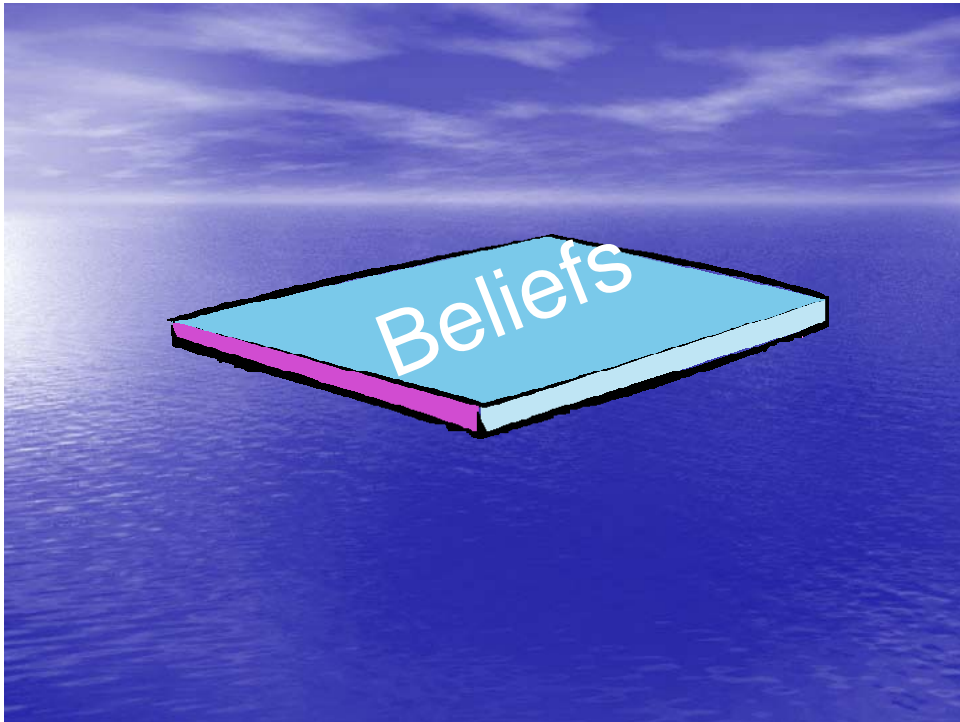
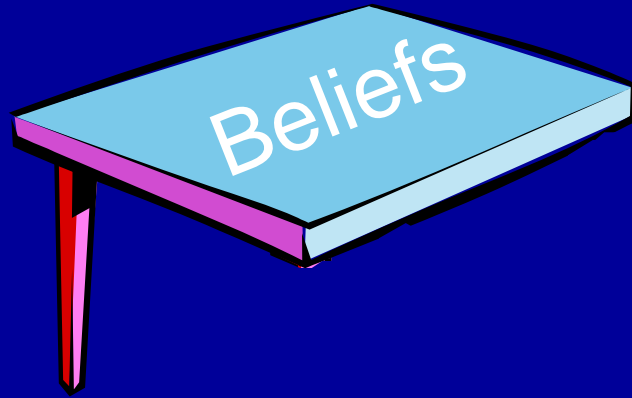
Beliefs:  
Are they sustainable?



Beliefs:  
Are they sustainable?



Beliefs:  
Are they sustainable?



## Self Talk Positive v Negative

- **Listen** to your own self-talk
- Ask yourself "Open Questions"
- Write down what you hear
- This helps create **Self - Understanding**

## Emotional Competence (Intelligence)

When our **needs** are not being met,  
or **appear** as if they are not being met:

We can get into an emotional "LOOP"

Our Reptilian brain dominates

Our cerebral cortex is not used

We become "stupid"

This loop can become all-pervasive

– Joe Griffin: The Human Givens (Needs)

## Introspective “Emotional Loops”

- Because these “hijack” our cognitive processes
  - Lead to persistent, negative thoughts/**beliefs**
  - Can result in uncontrollable negative emotions:
    - Depression,
    - Anxiety,
    - Apprehension,
    - Anger etc
    - Fear
- One becomes a “**Victim**” rather than a player

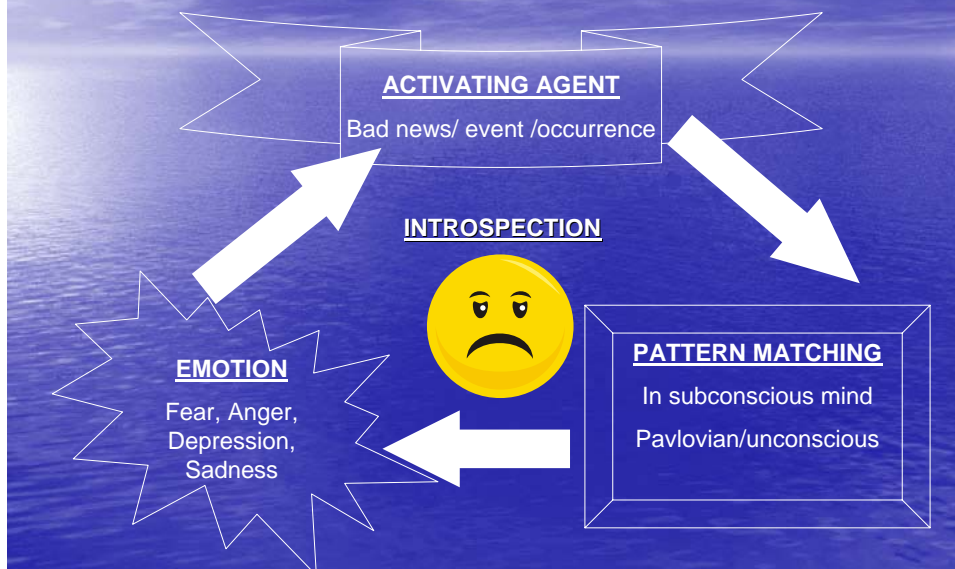
## APET MODEL

This is a model of how the Healthy mind responds to a stimulus / activating agent

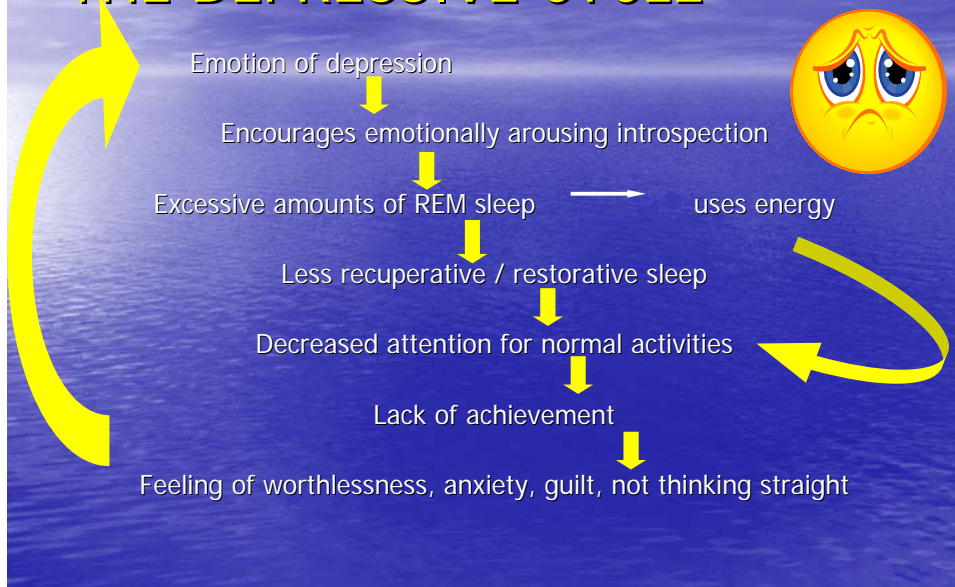


## The Loop of Depression

When the mind becomes locked in a loop of emotion, the conscious brain is not involved



## THE DEPRESSIVE CYCLE



# Overcoming Limiting Beliefs

1. **Recognise** when and where a belief is limiting
2. Use the following **techniques**:
  - Reframing (Interpreting events differently)
  - Positive acknowledgement
  - Rational analysis (Use cognitive mind)
  - Affirmations
  - Visualisations

When too immersed in "Emotional introspective loop",  
use: 7:11 breathing

Values

# Values

Values represent “**who we are**”  
If our goals honour our values,  
then life can be fulfilling and joyful

## Examples of Values

- Love
- Laughter
- Adventure
- Wealth
- Financial Security
- Spiritual Growth
- Power
- Truth
- Health / Wellbeing
- “Making a Difference”
- Connectedness
- Compassion
- Happiness
- Freedom
- Admiration
- Career Success
- Career Fulfilment
- Independence
- Peace
- Romance
- Community
- Free Spirit
- Risk-taking
- Prestige
- Honesty

## Examples of Values

- **Love**
- Laughter
- **Adventure**
- Wealth
- Financial Security
- **Spiritual Growth**
- Power
- Truth/Honesty
- Health / Wellbeing
- **"Making a Difference"**
- Connectedness
- Compassion
- Happiness
- Freedom
- **Acknowledgement**
- Career Success
- Career Fulfilment
- Independence
- Peace
- Romance
- Community
- Free Spirit
- Risk-taking
- Prestige
- **Integrity**

## The suggested **"CORE"** Values

- **Love**
- Fun / Laughter
- Adventure
- Wealth
- Financial Security
- Spiritual Growth
- Power
- **Truth**
- Health / Wellbeing
- **"Making a Difference"**
- Connectedness
- Compassion
- **Happiness**
- **Freedom**
- Acknowledgement
- Career Success
- Career Fulfilment
- Independence
- **Peace**
- Romance
- Community
- Risk-taking
- Prestige
- Honesty
- **Fullness**

## Values

- Are the supporting system for beliefs
- They are a strong part of our identity.
- They change as we "Grow", but **slowly**
- Values are not as amenable to manipulation as belief systems

## In Coaching Terms

Values are neither right nor wrong

They "are as they are"

Must be identified and acknowledged



# Summary

We can achieve fulfilment and joy in Life by:

1. Listening - to Understand oneself
2. Clarifying dreams/goals
3. Taking action to achieve ones goals
4. Identifying and dealing with limiting beliefs
5. Becoming emotionally competent
6. Identifying one's core values

- It is a **process**.
- We are **never** a "Done Deal",
- but a "**Work in Progress**"

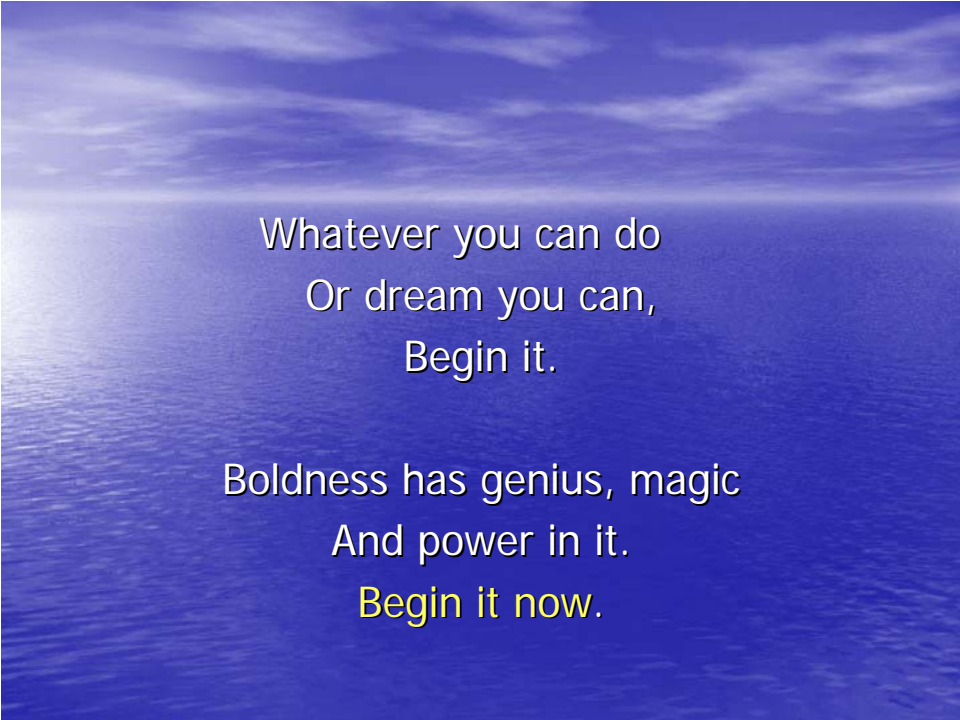
# GOETHE

Until one is committed, there is hesitancy  
the chance to draw back, always ineffectiveness.

Concerning all acts of initiative (and creation),  
there is one elementary truth  
the ignorance of which kills countless ideas and  
splendid plans:

that the moment one definitely commits oneself,  
then Providence moves too.

All sorts of things occur to help one that would  
never otherwise have occurred.



Whatever you can do  
Or dream you can,  
Begin it.

Boldness has genius, magic  
And power in it.  
Begin it now.

## PIPS

Public Initiative to Prevent suicide

- Cross community Charity, North Belfast
- Other PIPS groups throughout N Ireland
- Home visits, counselling, training, helpline
- Old house for offices and therapy rooms
- Regional and National Training Awards
- Minister – Example of best practice

## PIPS VISION

- Create a Centre of Excellence on the Peaceline
  - Have a PIPS house in every community

My promise  
to help raise £350,000 this year

Currently at £95,000.  
Will be at £140,000 after Gala Ball/Auction on 13<sup>th</sup> October

Please contribute on [www.funds4pips.com](http://www.funds4pips.com)

[www.justgiving.com/desrice](http://www.justgiving.com/desrice)

## RICICLES ON BICYCLES

[www.justgiving.com/desrice](http://www.justgiving.com/desrice)

PIPS Mizen to Malin Heads Maracycle  
August 07



# Hopelessness

Doing the same things over & over again...

BUT

hoping for a different outcome !

# Socrates

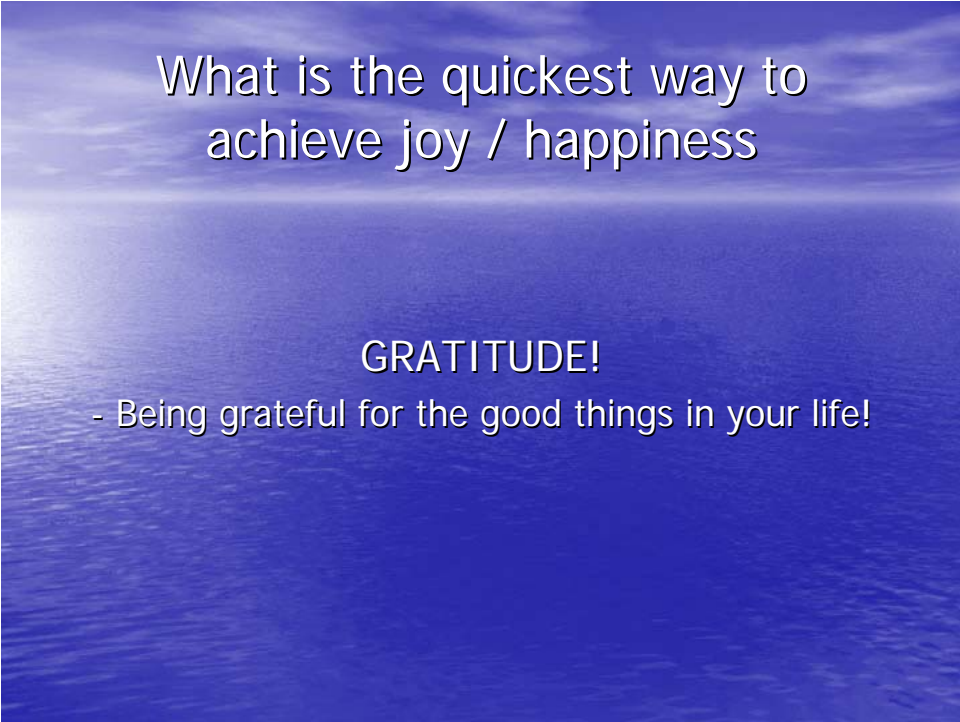
An unexamined life is not worth living!

Dr Des Rice  
Executive & Life Coach  
**Transform Your World**

Creating a life that is  
balanced, fulfilling and joyful.

## Website, Books, **Course**

- Des Rice [www.transformyourworld.co.uk](http://www.transformyourworld.co.uk)
- Myles Downey Effective coaching in the Workplace
- Robert Seiger Natural Born Winners
- Bill Cullen Golden Apples 6 simple steps to.....
- Deepak Chopra 7 Spiritual Steps to Success
- Stephen Covey 7 Habits of Effective People
- Joe Griffin and Ivan Tyrell A new approach to emotional Health and wellbeing
- Rick Carson Taming your Gremlin
- **Landmark Education** **The Landmark Forum**



What is the quickest way to  
achieve joy / happiness

**GRATITUDE!**

- Being grateful for the good things in your life!