



Routes Coaching January 2024 newsletter

Welcome back to our monthly newsletter of 2024.

This is such a special month for us, as Routes Coaching reaches an incredible milestone – 10 years old! It feels surreal! On page 2 I have listed my 10 core lessons I have learnt on this journey.

We are so excited to be back, to see some familiar faces as well as some new faces. We hope you all had a restful break and ready to make 2024 count! This year the Routes Coaching vision remains centred around igniting a growth mindset. This month's newsletter features our approach to coaching, *where* we work, and a reminder of what we do.

10 lessons I
have learnt in
10 years.

1

Cash-flow is an oxymoron!

Seriously, cash does not flow. A business's biggest threat, that can quickly bring a business owner to her knees!

2

I get to live my passion and purpose every day!

{Except when I am bogged down in admin that is.} I get to live my passion and purpose, which keeps me going and reaching for more in my business.

3

Fear and anxiety will always be there; make it work for you!

It is the power of harnessing my fear and anxiety and using the energy from it, to propel me, not paralyse me.

4

Resilience is a super-human power!

Without this super-human power, I would not have made it! Fortunately, I have resilience in bundles!

5

I love researching, learning and creating things!

Since I can remember when, I have a hunger for information that I incorporate into my programmes. Continuous learning is essential to keep my business relevant in this fast-paced world.

6

I have never worked so hard!

I often hear people say that it must be wonderful to be your own boss and do as you please. Yip, I do, I work exceptionally hard, putting in the extra hours when others are long past working!

7

Knowing yourself and your worth is critical!

Running my own business, I do not have the luxury of not believing in myself. Even when I doubt myself and my abilities, it is how I challenge myself to dig deeper that is the route to success.

8

I have to make the tough decisions!

A difficult one for me, however I have really had to challenge myself to make the tough decisions and have the tough conversations. There really is no escape!

9

The buck really does stop with me!

Sometimes this has been a very lonely journey. Even when a support structure has been set up, I am still ultimately responsible and accountable for this business.

10

I am so much more capable than I thought I was!

We are ALL much more capable of achieving our goals than we believe we are!



Routes Coaching has 10 years of coaching experience, predominately focussed in the Financial Services Sector of South Africa. Coaching is a powerful tool in business today, to equip our diverse people to thrive in a competitive and challenging global and local working environment.

The primary focus and objectives of coaching is to unlock and unleash human potential, to achieve at the highest level.

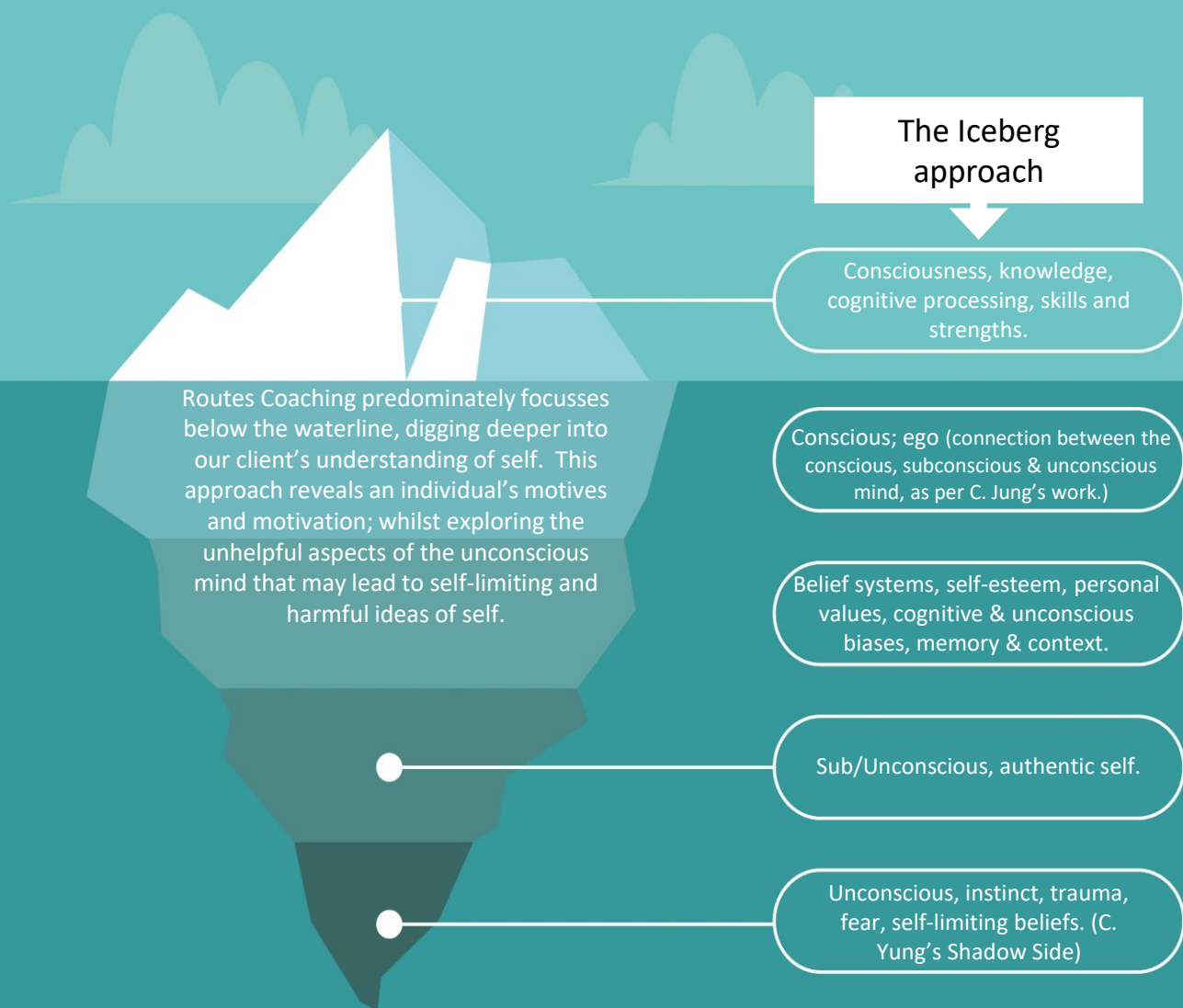
Investing in an individual's growth, is investing in the firm's growth.



Individual success,
grows group success.



It is known that the exposed tip of the iceberg that sits above the waterline is made up of about 10% of the whole structure. The foundation of the iceberg, the remaining 90% of the ice, is below the waterline. The tip of the iceberg floats on the deeper and more substantial portion of the whole structure. The human psyche is the same. Above the waterline is directly influenced by the depth of the ice below. The power of this unseen portion of the psyche should never be underestimated, as it is within this depth that true human power is held. Within these depths, untapped strength and power can be accessed. This is where the foundation for technical proficiency is created, and barriers to success (perceived or real) are removed.



**Broadly based on Sigmund Freud's Iceberg Theory, and the Carl Jung's Model of the Psyche, as interpreted by Routes Coaching.*

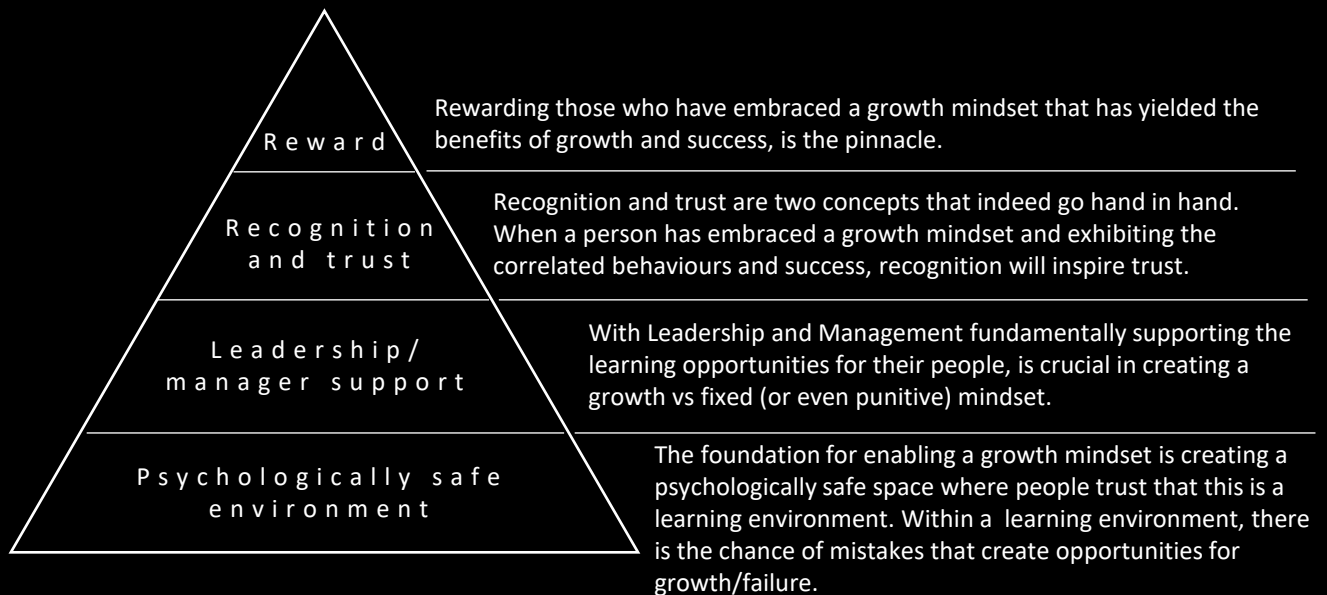
“ Until you make the unconscious conscious, it will direct your life and you will call it fate. ”

Carl G Jung

Igniting a Growth Mindset



The Routes Coaching organisational hierarchy of needs, to create a growth mindset within the firm.



The benefits of Igniting a growth mindset in an organisation are undeniably powerful:

- Improved people power and motivation.
- Improved collaboration and trust within the firm.
- Improved problem solving and autonomy.
- Improved trust within the organisation.

Coaching an individual to embrace a growth mindset vs a fixed mindset:

The key to igniting a growth mindset is intention and commitment. Anyone can challenge themselves to change.

Fixed Mindset VS Growth Mindset

Fixed Mindset	VS	Growth Mindset
Avoidance of challenges		People who view challenges as opportunities
Resistance to receiving feedback		Embrace constructive feedback
Struggle to accept mistakes or failures		Accept that there is always new knowledge to acquire
Defensiveness and desire to prove themselves right when mistakes are made		Willingness to learn and grow from failures
Feel threatened by the success of others		Focus on the process and the end result
Struggle to move out of a comfort zone		Inspired by the success of others
Believing that talent and strengths are static		Being able to move out of comfort zones
		Believing that talent and strengths are evolving



The Routes Journey

All Routes Coaching journeys' start with understanding of self. To know, understand and accept oneself is one of the most underrated skills in life. Be it in personal or business relationships, Routes Coaching aims to guide our clients to gain this critical insight of self as the starting point to a sustained personal growth journey.

Routes Coaching underpins and supports the quest for technical skills, interpersonal proficiency and the successful attainment of goals.

The Routes approach

Coaching is a process of engaging with our clients through asking powerful questions in the form of:

- Insightful questions
- Reflective questions
- Guided / funnel questions
- Incisive questions (based on Nancy Cline's work)
- Probing and challenging questions.



Building rapport and trust with a person in our coaching process is critical. The assurance of confidentiality and a non-judgemental, psychologically safe space is core to the success of a coaching relationship.

Active and attentive listening with functional empathy is at our core.

The Routes format

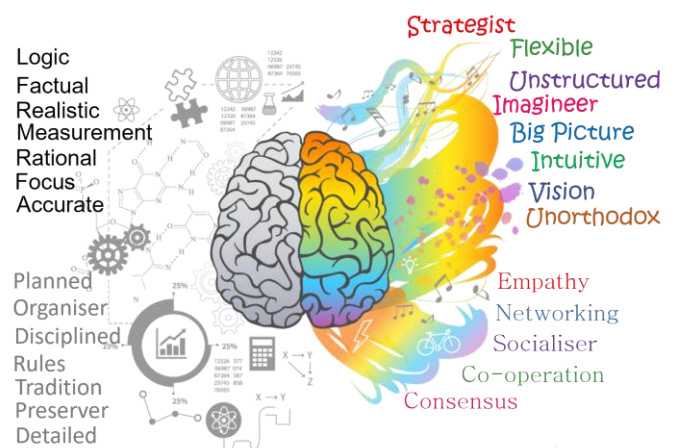
The core of our business is individual coaching. The person in our coaching process, is always in control of the coaching process. This includes the frequency of sessions. Each session is between 45 – 60 minutes, online or preferably in person. To maintain the momentum of coaching, it is suggested that at least 2 sessions are attended per month. Routes are available for group session on specific topics.

Our thinking preference tool : Neethling Brain Instrument

The Neethling Brain Instrument (NBI) offers our clients an opportunity to deeply understand themselves through understanding their thinking preferences. This tool will be used to guide all future coaching for our clients.

The NBI is a 30-question diagnostic survey that indicates personal thinking preferences. These thinking preferences influence the way people communicate, make decisions, solve problems and manage those around you. Understanding personal thinking preferences offers clear perspective on oneself and interpersonal relationships.

Every response that participants choose is current, relevant and topical.





Routes areas of expertise

Positive Psychology is a relatively new subfield of psychology. As the name implies, this approach has a focus and emphasis on what is positive about a person; their passion, their values, their strengths and talents and their Personal Value Proposition. Positive psychology is a science with extensive relevance for the coaching profession.

Routes Coaching integrates the principles of Positive Psychology into our coaching process. The core of our coaching remains Understand the Self. The process already created by Routes Coaching will remain largely as it is, however, the soft-skills focus will be determined by the individual's needs

- *Identifying, acknowledging, accentuating and working the positives*
- *Learned optimism, based on reality*
- *Engagement and Flow*
- *Building on Strengths & Talents*
- *Emotional Intelligence, stress management, boundaries and Resilience*
- *Relationship building*
- *Enhanced performance*
- *Identifying and coping with negative emotion and self-limiting beliefs*
- *Unlearning learned helplessness.*

“Who looks outside dreams; who looks inside awakes.”

Jung, as cited in Adler & Jaffe, 1973, p. 33

Debbie Wheal (Director, coach)



I am incredibly privileged to live my purpose and passion every day of my life! I am an egalitarian, unconventional coach. What does that mean? It means that coaching, mentoring, and consulting with you is in my blood. I have merged my two passions; my love of marketing and love for people to create my coaching approach.

I have nearly 30 years' experience in marketing and professional coaching. In 2014, I merged my extensive marketing experience with my avid interest in people. My mission is to guide you towards self-awareness and true personal understanding, acceptance and ultimately actualisation.

I have been an NBI (Neethling Brain Instrument) Practitioner for 4 years. I have completed my International Coaching Federation (USA) accredited NQF 8 Coaching Practitioner Programme, through the South African College of Applied Psychology.

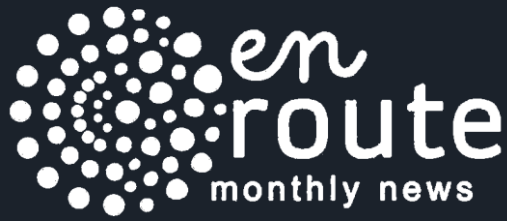
Cassie Quiterres (Coach)



I am 24 year's old and, on the journey to pursuing my passion in psychology. I have completed a Bachelor of Arts degree with distinction at University of Pretoria (2019-2021), with psychology as my major. Recently, I completed my BA Honours in Psychology with distinction at Varsity College (2022).

I like to be challenged and have a focus on progressing, which aligns perfectly with the elements comprised in the psychology industry and mental health. I am an enthusiastic learner and adapt well to any environment with a friendly personality. I love to travel, having explored living and working in France and then travelling around Europe. I am thrilled to join the Routes Team, to submerge myself into the world of Coaching under the guidance of Debbie.





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