

The SOON funnel: Examples

SUCCESS

- *What do you wish you were spending the majority of your time on?*
- *What are you optimizing for?*
- *What's the best case scenario?*

OBSTACLES

- *What's preventing us from accomplishing this?*
- *What failure modes do we need to prepare for?*
- *If you could wave a magic wand, what is one thing you would change?*

OPTIONS

- *What have you already tried?*
- *Forget about **who** would do the work for a second. What would you do if you had the resources?*
- *Who have you talked to so far and what did you learn?*

NEXT STEPS

- *What's the first step we need to take? What's an even smaller step?*
- *What will make things different the next time this problem comes up?*
- *What support do you need from me to make you successful?*

Coaching Homework #1: Split Tracking

Grab a partner. Choose one person to be the Coach and one person to be the Speaker.

Set a timer for 60 seconds. The Speaker should talk about the problems they are facing at work or in life for the full minute, without stopping. They should meander from one problem or annoyance to the next. They can even circle back on a topic, or go out of chronological order.

The Coach should use the split tracking technique to mentally bucket what they hear into a few different themes. When the 60 seconds are up, the Coach should replay back the major themes they heard and confirm with the Speaker. For each theme, the Coach should try asking Success questions (see the SOON funnel) to understand success outcomes for each theme.

Debrief with each other on how that felt. Swap roles and do it again!

Coaching Homework #2: Coaching Roleplay

For this roleplay, you'll need three roles: Presenter, Coach, and Observer/Timekeeper. If you only have two people, the Presenter can play the role of the Observer too.

2 min: The presenter outlines an issue they are facing that they want coaching on

3 min: The coach has 3 minutes to try to ask *only* open-ended coaching questions that align with the SOON funnel and listen to the Presenter's response. No other types of questions or statements are allowed. The observer should note down any closed or leading questions, and any other observations from the conversation.

3 min: The group debriefs. The observer shares their notes and observations, and the presenter shares how they felt while being coached, noting questions that were particularly empowering or demotivating.

Swap roles and repeat until everyone has had the chance to play each role.

Coaching Homework #3: Real World Practice

Read Lara Hogan's "20 Great Open Questions" doc at <http://bit.ly/20-great-questions>.

Choose your favorite open question from that list, or write down your own that you think you'll use often.

Commit to asking 3 open ended questions in every 1/1 this week as you help people navigate their issues, before sharing your own thoughts or suggestions. Try to work in your favorite question!

Check in with yourself, and maybe even your teammate, to determine how that felt!

Coaching resources to check out

- **The Neuroscience of Coaching:**

https://meeco-institute.org/wp-content/uploads/2018/05/The_Neuroscience_of_Coaching1.pdf

- **Direction vs Empowerment:** <https://larahogan.me/blog/direction-versus-empowerment/>

- **Active Listening:** <https://larahogan.me/blog/actively-listening/>

- **Reflections:** <https://larahogan.me/blog/coaching-reflections/>

- **LifeLabs Learning Workshops:** <https://lifelabslearning.com/companies/workshops/>

(The Coaching Skills workshop is excellent, as are all of their other workshops!)