

# **IRWC WORLD ONLINE** **Conference**

‘Bringing Coaching into Recovery, Wellness and Healthcare’

## **Software and Addiction – the Human Element**

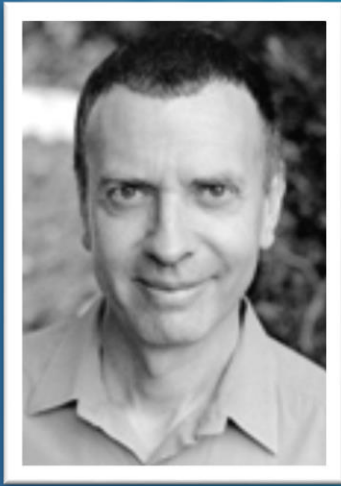
**Bob Griffiths**

# **Software and addiction - the Human Element**

## **The Potential and Obstacles in Distance Coaching for Addictions**

**Bob Griffiths  
CoachMaster**

# Bob Griffiths



- 25 years coaching experience
- Not an addiction expert!
- Author of “Grow your own Carrot”
  - the definitive guide to the GROW process
- Trained in brief therapy, gestalt psychology, inner game theory and NLP
- Developer of CoachMaster™ software. See video

# The Presentation

- An opportunity for discussion
- No quick answers
- Looking at one partial solution – there will be others
- An opportunity for ongoing dialogue



# What are we facing?

Substance  
Addictions

Food

Drugs

Alcohol

Prescription Drugs



# What are we facing?

Behavior  
Addictions

Gambling  
Food  
Sex  
The Internet  
Work

# Why should I stop?

Addictions can feel good

Seem to handle some kind of problem

It does not seem to be causing any problems now

Fear of what happens if I stop

We can rationalise our behaviour



# Obstacles to controlling addiction

Commercial  
Pressures

Genetic  
Predisposition

Symptoms sometimes  
develop slowly

Lack of  
Resources

Lack of  
Awareness

Multiple causes  
Socioeconomic / Physical /  
Mental Health

Little value put on  
Prevention





# Could Coaching Help?

- Not a panacea
- Benefits from a live human being on the other end
- Based on two people concentrating on one person's problem
- There are established and proven methodologies for addictions like Motivational Interviewing and CBT which use a form of coaching



# Obstacles to applying Coaching

Not enough  
skilled coaches

Recovery coaching often requires a long  
term, intense relationship

Too  
costly

Lack of awareness  
of help available

Difficult to get  
Funding

Effective coach training takes  
a long time

Coaches are not in the right  
location

Social rules against  
asking for help



# Could we create Scalable, Effective Coaching Conversations through Technology?



# How to scale Addiction Coaching

- Leverage expert knowledge and make it available to others
- Train cohorts of individuals in interpersonal skills – barefoot coaches
- Build a communities where coaches and clients could get advice and support.
- Build in ratings so effective coaches build up a positive reputation
- Use established coaches to train others and ‘cascade’ skills downwards
- Support coaches with regular supervision
- Find ways of publicizing that help is available.



# What is CoachMaster™ Software?

- A program which provides 'templates' for coaching conversations
- A means of recording sessions and agreements
- Operates like the GPS in a car
- Can be used both for training and actual sessions

# CoachMaster™ software

## Coaches View

Preserves a full record of coaching sessions for training and supervision.

A library of consistent and professional coaching processes is available. Each designed for a specific client issue.

Extensive information on good coaching practise built into every stage

The screenshot displays the CoachMaster software interface. On the left, a chat log shows a session between Bob and Veronica. Bob has entered the room, and Veronica has entered the room. Bob thanks Veronica for her part in the session and mentions they have already established that Veronica wants to work on stopping smoking. Veronica asks for Bob's goal in relation to stopping smoking, and Bob responds that he wants to have a better health. Veronica then asks how Bob would know he has better health, and Bob responds that he would be able to climb stairs without being out of breath. Veronica then asks if they can focus on one of those, and Bob responds that he would like to be able to do in say 4 or 6 months time that he cannot do now. Veronica then asks for Bob's goal, and Bob responds that he wants to have a better health. Veronica then asks how Bob would know he has better health, and Bob responds that he would be able to climb stairs without being out of breath. Veronica then asks if they can focus on one of those, and Bob responds that he would like to be able to do in say 4 or 6 months time that he cannot do now.

In the center, a 'Subject Set: Smoking' menu lists various coaching goals such as Reflection, General, Goal too big, Personal payoffs, Properly formed, Language clarification, Coach help, Session Goal, Reality, Obstacles, Options, and Way Forward. The 'Goal too big' option is currently selected.

On the right, a section titled 'Defining the overall goal of the coaching' provides guidance for the coach. It includes questions like 'The coach can use these questions to check if the goal is a reasonable stretch or needs to be amended in some way', 'Is your goal in regard to smoking too big? Could it be broken down into sub-goals?', 'What would be a first step towards your goal?', and 'Is the Goal reasonable enough to allow for treats and rewards to enjoy during the process?'. Each question has an 'Ask' button next to it.

At the bottom, there are summary tabs for each stage: Coach Notes, Goal, Session Goal, Reality, Obstacles, Options, and Way Forward. The 'Goal' tab is currently active. A 'Send' button is located at the bottom left of the interface.

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Accountability built in. Action points are automatically emailed to coach and client(s).

Summary Tabs for each stage which are shared with the client(s)

# CoachMaster™ software

## Client's View

Veronica 😊

**Veronica:** As soon as we finish the session

**Bob:** Great. How will you remind yourself to have a coke or something else when you feel you deserve it rather than a cigarette

**Veronica:** By not rolling a cigarette before

**Bob:** When will you check the body scanning method and try it?

**Veronica:** At work, on my usual break times from tomorrow

**Bob:** Which friends are you going to ask for support and when are you going to ask them?

**Veronica:** L--- or S--- or C---

**Bob:** And when are you going to ask them by?

**Veronica:** When I will see them. So very soon

**Bob:** Anything else that would help?

**Veronica:** Not for the moment

It's actually very interesting and helpful

**Bob:** Great you will get an email with the summaries of the session

**Bob:** Summary E-mail sent to everyone

Send

The CoachMaster Network  
Developing coaches through technology

**Goal**

To give up smoking in 4 months so I can run 10km and also ready to get pregnant

**Session Goal**

A plan of how to achieve my goal

**Reality**

I smoke 10 cigarettes a day, so 70 a week. I have tried a couple of times to give up. The first day is terrible, the second to the 4th day are great, and generally the fifth day is when I am struggling and beginning again. I have tried Nicotine patches, Champix, NHS stop smoking service. I can be stubborn, I don't smoke when I am sick. And try to challenge myself to avoid cigarettes sometimes in my day

**Obstacles**

not having other options to deal with stress  
having a cigarette after dinner to relax  
giving yourself something you deserve after a meeting  
The opportunity to take a break  
Don't have enough support

**Options**

You would agree with your husband that you would talk to him when you are stressed before you had a cigarette where you feel you deserve a cigarette it can be replaced by a coke, or even nothing  
you will check the body scanning method on Google and consider using it when you feel the need to relax.  
you at least try to imagine you were on holiday or the weekend before you had a cigarette  
Ask friends to send messages of support

**Way Forward**

You will speak to your husband about the stress as soon as we finish the session  
You will remind yourself to have a coke or something else when you feel you deserve it rather than a cigarette by not rolling a cigarette before.  
You will try the body scanning method at work, on your usual break times from tomorrow  
You will ask L--- or S--- or C--- for messages of support as soon as you see them

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Summary for each stage recorded on the system

Full record of coaching sessions kept for training and supervision.



# How CoachMaster could contribute

## As a Training Tool

- Students work on real addiction coaching scenarios
- Scenarios can be developed for different addiction situations
- Scenarios can be for any level of complexity
- Provides evidence of competency
- Allows targeted feedback

## For Real Time Coaching

- Question sets available for a huge range of addiction situations
- Each question set has built in coach information for likely issues
- Faster coach development through focused supervision
- Provides evidence of timing and duration of sessions





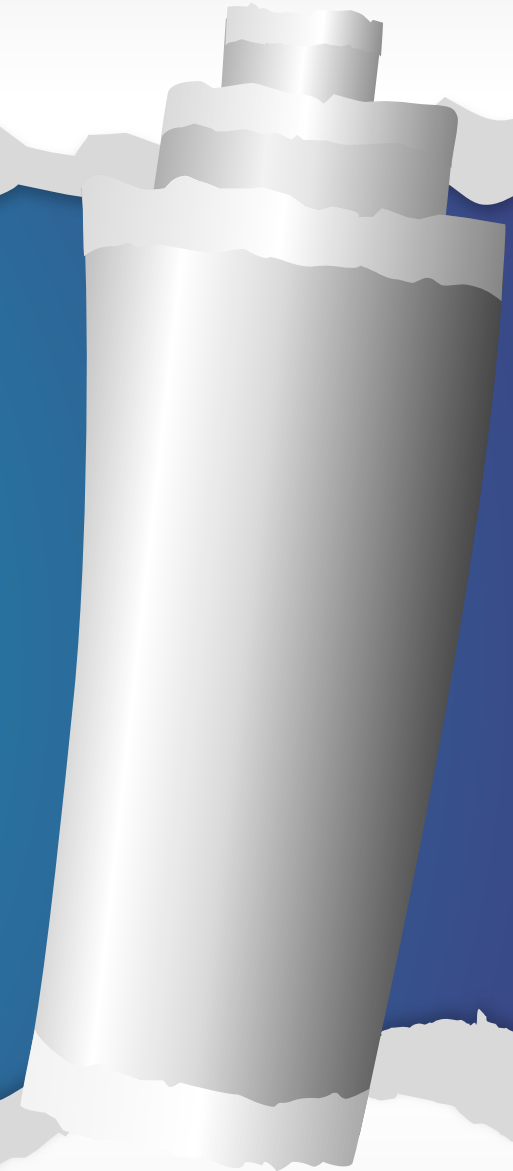
# Distance addiction coaching

- Gives the coach a framework for addiction coaching discussions
- There can be any number of frameworks according to type of addiction, severity, age of client, education level, location or any other variable
- Probably more suitable for addictions like smoking, weight loss, gambling and individuals who are functioning at a reasonable level
- Can be adapted to include different theories about addiction
- Coach and client can connect using text, voice and video or a combination
- Client just needs a telephone, although an Internet connection is desirable
- Encourages reflection and learning for coach and client
- Coach can record the discussion and automatically send a summary to the client
- Can create a strong sense of connection if used with presence and skill.



# **Discussion:**

- **What could be the potential of this approach to addiction coaching?**
- **What could be the obstacles?**





**Stay in touch**  
**Get involved**  
**Share ideas**  
**CoachMaster™**

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