

# IRWC WORLD ONLINE Conference

*'Bringing Coaching into Recovery, Wellness and Healthcare'*

## **Coaching & Survivorship**

Andrew A Parsons

# Coaching & Survivorship



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International Recovery and Wellness Coaching Conference  
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# My Background

Andrew A Parsons, MSc, PhD, ACC, PMC

- [uk.linkedin.com/in/andrewaparsons/](https://uk.linkedin.com/in/andrewaparsons/)
- 20+ years of Pharma R&D experience
  - Neuroscience/Neuroplasticity
  - Leading High Performing Teams
- 8+ Years of Coaching Experience
  - Internal (Job+) Coach (GSK)
  - Certified Professional and Medical Coach

## My Training & Development

- Coaching Space & Job+ Coach
- Coaching Development
- Medical Coaching Institute
- Quest Institute
  - Ericksonian Language, NLP, EFT and Hypnotherapy
- Energy Roots
  - Meridian Therapies
- Ei World
  - TraitEQ questionnaire facilitation
- Mind Mood Mastery
  - Presence



# Topics for Today

- Challenges in “Survivorship”
- Impact on individuals (patients), families and carers
- Building Presence – coaching at deep emotional and personal levels
- A “survivorship” Coaching Process
  - The power of Embodiment
- Coaching and a “Precision Healthcare” Approach

# What is Survivorship?



# Survivorship is a Concept

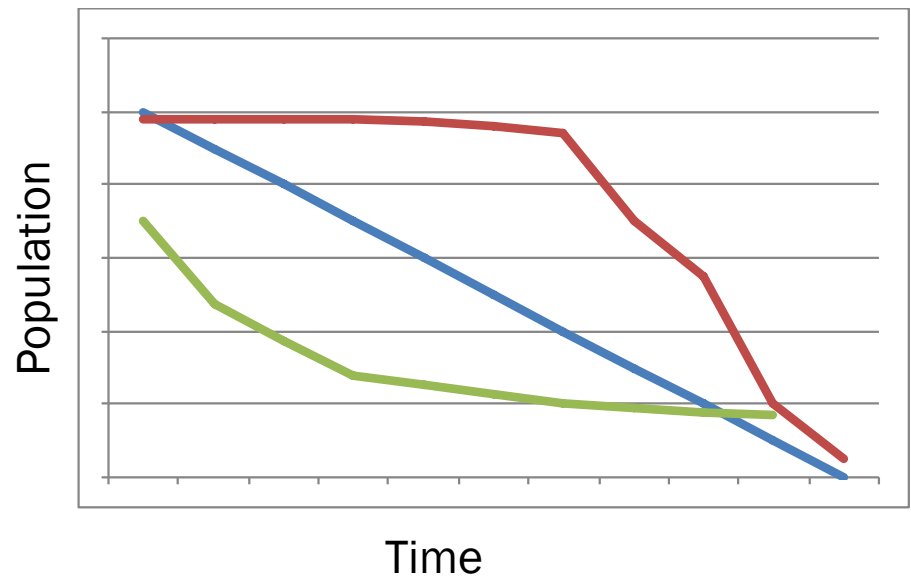
- Not defined in Oxford English Dictionary (2012)
- Survive (verb)
  - Continue to live or exist (in a system).....
  - Continue to live in spite of accident or ordeal....
- It means different things to different people
- For coaches - know what your reference point is and be prepared to change it

# Survivorship – Changing Life Perspectives?

## Survivorship is a Mathematical Concept

- A survivorship curve is a graph showing the proportion of individuals surviving to a given age in a population of cohort
- Type 1: Rapid Decline in Later life
- Type 2: Steady Decline
- Type 3: Rapid decline early then slower decline in later life

Survivorship and Perspectives on Life Expectancy



# Some Facts on Survivorship

- There are 2 million People in the UK living with or beyond cancer
  - Expected to grow to 4 million by 2030
- There are 110,000 strokes in the UK every year
  - About 50% of those who survive will require support with activities of daily living
- Expected that 1 million people will be living with Dementia in the UK by 2025
- Informal Care saves NHS > £100B per year

Source: McMillan, Stroke Association, Alzheimer's Society, M. Dangoor CarersUK





# US National Institute of Health (Cancer Institute) and Survivorship

Focuses on the health and life of a person with cancer post treatment until the end of life. It covers the Physical, psychosocial, and economic issues of cancer.

- Ability to get health care and follow-up treatment
- Late effects of treatment
- Second cancers
- Quality of life

Family members, friends, and caregivers are also considered part of the survivorship experience.



# Challenges and Impact

- Very Personal Experience – variety of “events”
- Impacts multiple aspects of an individual and their family
- Reassess Beliefs, Goals, Trade-offs, Career, Skills, Physical Capabilities, Relationships and many more.....
- May impact Mortality or Life Expectancy
- Impact on Quality of Life
  - Mental, Emotional, Spiritual and Physical Impact
- Living with high levels of Uncertainty and Emotional Dysregulation

# Where does coaching fit? In Life, adaptability is key.....



# Survivorship in Practice

## Private Practice

- Individuals
- Private Organisations
  - Multinational Corporations
  - Small, Medium Enterprises
- Social Enterprises
- Public Sector

## In Partnership

- Fountain Centre, Royal Surrey County Hospital, NHS Foundation Trust, UK
- Transverse Myelitis Society, UK
- Uprising Leadership



# Building a Coaching Service in Cancer



St Luke's Cancer Centre  
Royal Surrey County Hospital,  
Egerton Road, GU2 7XX, UK

[www.fountaincentre.org](http://www.fountaincentre.org)

Email: [rsc-tr.fountaincentre@nhs.net](mailto:rsc-tr.fountaincentre@nhs.net)

Phone: +44(0) 1438406618

**The Fountain Centre** is an an independent Charity

- Offering holistic support for people living with cancer
- I have offered Coaching for 1 year+
  - Excellent Feedback
- Aim to build an in-person and virtual coaching Service in 2016
  - Several Coaches available
  - Different Coaching Models



# Enabling Skills for Living your Life

Aiming to Thrive rather  
than Survive



# What is Presence?



MAKE  
Y♥UR  
CHOICE

# Presence can be described by Several Domains

- The psychological state or subjective perception.
- Experience of the physical world. This will be applied the situation where presence is based on the experience of the complex interplay of the human senses and perceptual processes.
- Presence is a property of an individual and varies across people and time.
- Presence is a multi-dimensional process and includes areas such as spatial, sensory, social and engagement.

Source: International Society for Presence Research





# Dimensions of Presence

- Somatic Awareness - the physical awareness of being you
  - Being embodied is the seat of our self-awareness and awareness of others
- Intention - the expression of being you
  - Intention underpins direction and results
- Adaptability - the skills of being you
  - Adaptability is to bend and yield yet stay on track to have impact

Source: Presence Pyramid Dr Andrew A Parsons and Dr Barbara Mariposa © 2015 (with permission)



# Being Present as a Coach: Somatic Awareness

- Awareness of your own world
- Be aware and build acceptance of own feelings, emotions, thoughts....
- Building intuition and deep connection
  - Empathy – recognizing emotions in others
  - Creating awareness and opportunity to explore within the client



# Being Present as a Coach: Intention

- Ethical Perspectives
- Maintaining a “meta”-perspective
  - Taking Notice
- Being a witness to the client’s journey
- Accepting it is not my journey
- Align with the Philosophy of Carl Rodgers
  - The client is whole and has everything they need
  - Unconditional positive regard



# Being Present as a Coach: Adaptability

- Working with narrative and metaphor – its often not about goals
  - Emotional Brain
- Keep it practical
  - Build a toolkit to share – enabling the client
  - “Tool Hire”
- Offer frameworks and insights
  - Psychological
  - Energetic
  - Physiological
  - Others....



# We have Two Brains

## Rational

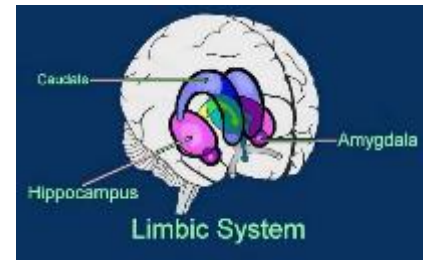
- Thinking
- What I say
- Analytical
- Judging
- Accurate
- Considered
- Comprehension
- Reflection



HEAD

## Emotional

- Feeling
- Body Language
- System
- Holistic
- Inaccurate
- Immediate
- Impulsive
- Powerful



HEART

# Empowerment and Self-activation

- Skills of emotional intelligence
  - Pause before you respond
- A belief....
  - You can have mastery over how you respond to the events in your life
  - Learning and developing competencies strengthens “self-efficacy”

*People’s beliefs about their abilities have a profound effect on those abilities.*

Albert Bandura, Stanford University, USA.

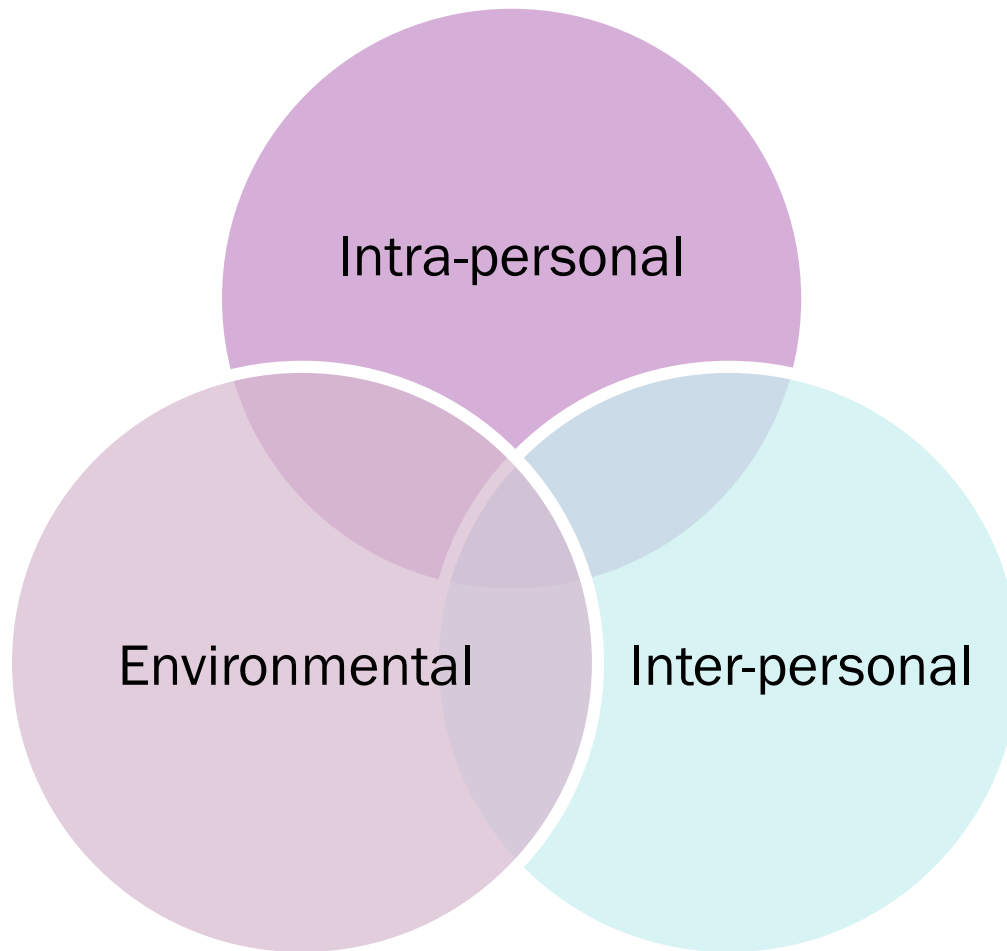


# A Survivorship Coaching Process (Algorithm)

- Accepting “now” and Feeling Safe
- Clarity of Intention
- Exploring Options & Resources
- Taking Action
- Learning by doing

*Supporting the client to be Present in their Life - embodied*





**A “Lens” of  
Human  
Factors**

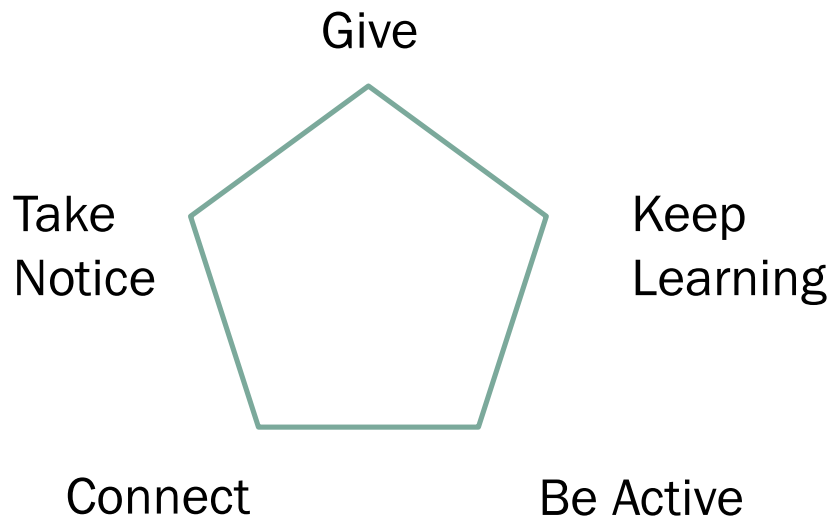
**Survivorship  
Process**



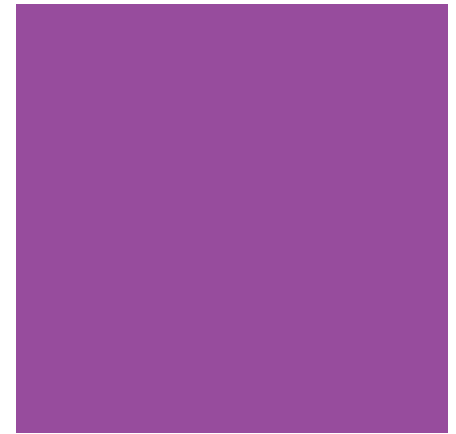
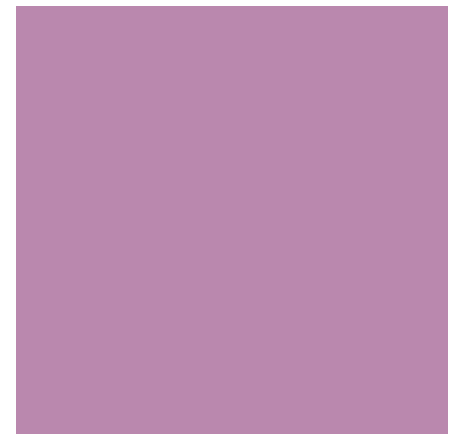
# Building Elements of Wellbeing & Energy

5 Behaviours of Wellbeing

Physical, Emotional, Mental and Spiritual Energy



2008 Foresight report on Mental Capital and Wellbeing



## Supporting the client build their Frameworks or Scaffolds for health and wellbeing

Gaining personal insights and taking actions to flourish, thrive and find happiness and wellbeing



# A Concept of Precision Healthcare

- Precision Medicine
  - The right medicine, to the right patient, at the right time, at the right dose, for the right time
- Precision Healthcare
  - Precision Medicine with the right person-centred Support

# Examples of Finding the Right Support

- Charities and Patient Groups
- Industry sponsored support
  - AstraZeneca Sponsored Website [www.lvng.org](http://www.lvng.org)
  - GlaxoSmithKline [www.myasthma.com](http://www.myasthma.com)
- Campaign Groups
  - Edwyn Collins recovering from a stroke - see [www.thepossibilities.co.uk](http://www.thepossibilities.co.uk)
- Psychological Support
  - Counseling
  - Coaching

**In Life**

**Adaptability is Key**



# Resources – Healthcare

## Healthcare Information and Support

- [www.nhs.uk](http://www.nhs.uk)
- [www.cancer.gov](http://www.cancer.gov)
- [www.carersuk.org](http://www.carersuk.org)
- [www.nih.gov](http://www.nih.gov)

## Assess your wellbeing

- <http://www.nhs.uk/Tools/Pages/Wellbeing-self-assessment.aspx>

# Resources – Coach Training

- Coaching Development
  - [www.coachingdevelopment.com](http://www.coachingdevelopment.com)
- Medical Coaching Institute
  - [www.medical-coaching-institute.com](http://www.medical-coaching-institute.com)

# Resources – Other Trainings

- Quest Institute
  - [www.questinstitute.co.uk](http://www.questinstitute.co.uk)
- Energy Roots
  - [www.energyroots.co.uk](http://www.energyroots.co.uk)
- Mind Mood Mastery
  - [drbarbaramariposa.com](http://drbarbaramariposa.com)
- Ei World
  - [www.eiworld.org](http://www.eiworld.org)



# Resources - Videos

- CBT and Mindfulness
  - [www.youtube.com/watch?v=insKHm381TA](http://www.youtube.com/watch?v=insKHm381TA)
- ASPH Health and Wellbeing Day
  - <https://www.youtube.com/watch?v=DHmEiP18fM&feature=youtu.be>
- Dan Gilbert – Why are we happy?
  - [http://www.ted.com/talks/dan\\_gilbert\\_asks\\_why\\_are\\_we\\_happy](http://www.ted.com/talks/dan_gilbert_asks_why_are_we_happy)
- Matthieu Riccard – Habits of Happiness
  - [http://www.ted.com/talks/matthieu\\_ricard\\_on\\_the\\_habits\\_of\\_happiness](http://www.ted.com/talks/matthieu_ricard_on_the_habits_of_happiness)

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# Thank You

