



### **Niche Discovery Elicitation**

The next elicitation that you are going to learn is called a Niche Discovery Elicitation. Please do practice this on yourself as well as use it as a tool for your clients. This is powerful to help a client gain clarity about a career direction, career field or for an entrepreneur building a business. For an entrepreneur is especially helpful to do this elicitation as they are developing a product or service to get really clear about who they want to serve and what they are really passionate about so that their business can reflect that.

This is also a great exercise if you have a client who is a teacher, another coach or is a therapist for example. Helping them to get clear about what type of person or population that they want to work with. This will assist them in getting clear about developing their niche within their career or field.

To perform a Niche Discovery Elicitation, I give the same structure as the Value Elicitation, the only difference is we will use a different set of questions. Again, we want the clients to not answer the question from a long conversational perspective, we want them to try and bullet point their answers or condense them into a label.

With the Niche Discovery Elicitation, there are four discovery questions and you use them one at a time. Elicit what is important to them about each one of these questions. You are going to create four lists. You will have all of these things that are important to them, and then you are going to give them the lists that you have written verbatim and ask them to put it in order of importance, all four of those lists. Make it into one big list and have them put it into the order of importance and have them re-write the top five to the top ten in order of importance.

A lot of times in career people are asking themselves very different types of questions than the ones you are about to learn for this elicitation.

Those questions are:

- What are you most passionate about?

- What brings you the most joy?
- What brings you a feeling of fulfillment?
- What group of people would you work with if you could work with anyone?
- What do you enjoy doing so much that you would do it for free?

Again, you will ask them one question at a time starting off with:

What are you most passionate about? Elicit that, have them empty out three times then move onto the second question.

What brings you the most joy? Have them empty out three times then move onto the next and empty out three times and then you can give them the list and have them put all their answers into an order of importance as if it was just one list. Repeat this with the remaining questions.

Again, I highly recommend trying this out on yourself, you can do this Niche Elicitation on yourself to bring even more clarity about moving forward in your own career. Okay, so now that we have learned the Niche Discovery Elicitation, I am going to come along side of that exercise and show you what you do with all that information that you just excavated.

We have just excavated all of this information about passions, getting clear about how you want to impact the world and all of the these things that are bringing joy. Now we will be bringing it all around full circle so that we can help our clients understand how we can put that into tangibly actions. This is where a lot of self-development actually fails, it conjures up all of this 'big picture meaning' and then you walk out with this meaning and inspiration yet have no idea what to go with it. With Integrative Life Coaching it is not only about inspiration and 'aha' moments, it is about creating positive and sustainable change through effective action.

With all of the information you have just excavated, including the client intake form and entire intake process, you will look at the whole picture, all of the information and drill down even deeper. After we excavate that first layer of information in a client intake, we go down to second and third layer with more questions, we start to use things like 'chunking' to get from big vision down to detail. We will do more of this here.

Other examples of way we can do that are lateral chunking. Right now, with values and purpose, we are very big picture, very what's behind this bigger picture. We want to now get that down into some tangible details so we know how we can help a client craft their career in a way that is going to speak to the niche or purpose they want it to.