Creating new awareness is like raising the blinds and letting in the light of additional information, perspective, and intention. New awareness is fostered when:

- Curiosity is encouraged.
- Clarifying questions are raised.
- Beliefs and assumptions are articulated and verified.
- You intentionally consider a different perspective.
- You are open to other ways of viewing and interpreting the same situation.

**How does the coach facilitate new awareness?**

- **Contextual listening.** The coach considers and explores the various contexts of the person being coached (e.g. the bigger picture, the total person, previous experiences, and the values of the person). When David pulled out his slingshot to fight Goliath, he was drawing on earlier contexts of time when he had fought wild animals with his slingshot.
- **Missing pieces.** The coach helps individuals and groups see and say what they can't quite see or say. Because the coach is listening on multiple levels, the coach hears underlying values, motivation, greatness, frustration, etc. Simply being a mirror and holding up for the other what we're observing creates new awareness.
- **Drilling down.** Similar to the layers of an onion, the coaching process peels away the layers and gets to the core issues.
- **Listening for clues.** A coachee is always offering clues about themselves. R.D. Lang wrote, “The range of what we think and do is limited by what we fail to notice. And because we fail to notice that we fail to notice, there is little we can do to change; until we notice how failing to notice shapes our thoughts and deeds.” Here are some powerful questions that will uncover important clues:

  - What kind of problems and crises do you keep attracting?
  - What do you keep doing that limits your success?
  - What thoughts are repeatedly playing in your head?

**How does the coach facilitate new awareness?**

One of the most powerful ways of creating awareness in a coaching relationship is to help the coachee identify and transform their limiting beliefs and false assumptions. Use the following list to see if you recognize some of your own:

- I have to have all the answers.
- I have no choice. I have no power.
- I cannot lead.
- Change is always difficult.
- It isn't possible.
- Peace is always better than honesty.

**List three of your limiting beliefs:**

1. 
2. 
3. 

**List three of your false assumptions:**

1. 
2. 
3. 