

ICF CONVERGE

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The #1 Skill That Separates High-Paid Coaches From Everyone Else (and it's **NOT** strategy)

Presented by Bridgette Simmonds, PCC and Paul Boehnke, PCC



Stay until the end for a valuable resource!







Inspiration
Burns
Within



What if the very thing you thought was driving your clients forward... is actually what's holding them back?



Motivation is a push.
Inspiration is a pull.

The background features abstract, flowing shapes in teal, red, and blue. The red shape is the largest and most central, with teal shapes on the left and bottom, and a blue shape on the bottom left.

Motivation is a push.
Inspiration is a pull.

One burns out.
The other burns within.

Today's Journey

- Experience the difference between motivation and inspiration.
- How to apply it in your practice as a coach.

Motivator Coaching vs. Inspiration Coaching

Motivation is:	Inspiration is:
Fear-Based: “Do it or else...”	Identity-Based: “Who am I becoming?”
Short-Term: “You’re running out of time.”	Values Aligned: Reflects what’s important.
Outcome Obsessed: “Succeed or Fail”	Internally Fueled: Act from Truth
External Reward: “You’ll feel good when...”	Sustainable: “Who am I becoming?”

In North America, average life coach earnings range from \$44,000 to \$80,000 annually, with top-tier coaches—those who deliver transformational change and deep client insight—rising into six-figure incomes.

Source: <https://trafft.com/life-coaching-statistics>

The **highest-earning coaches** invest in **niche positioning, certification, and delivering lasting impact**, which aligns with **inspiration-driven coaching** (mentorship, belief-building, resilience), rather than episodic motivation tactics.

Source: <https://trafft.com/life-coaching-statistics>



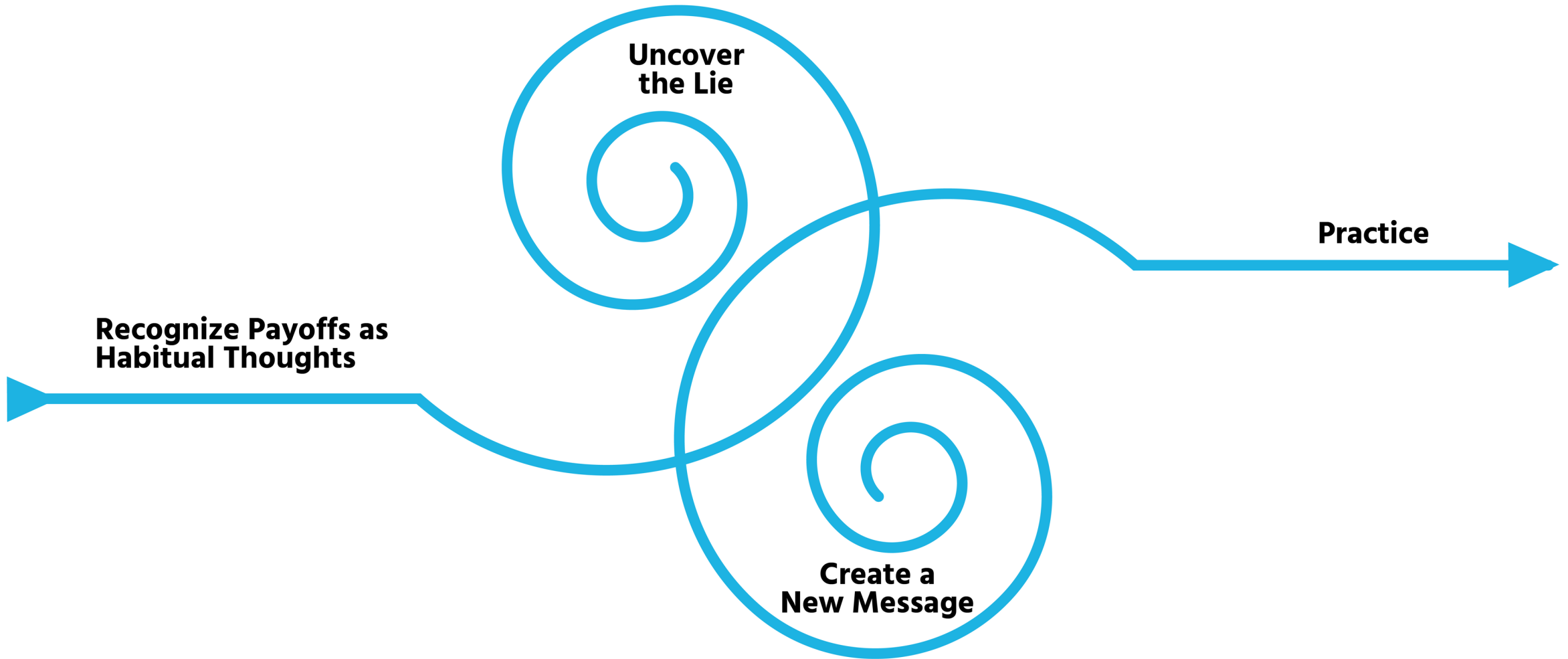
Inspired clients don't just
take action—they become
someone new.

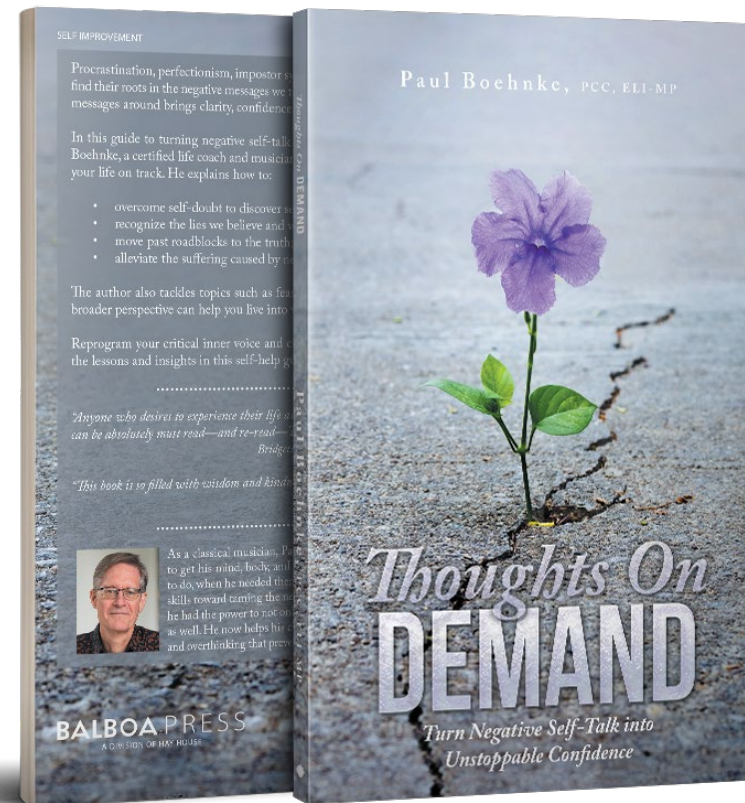
Inspiration Lives in 3 Places

- Your Body
- Your Identity
- Your Values



Thoughts On Demand® Framework





ThoughtsOnDemand.org

3 Upgrades to Start Coaching From Inspiration

- Ask better questions.
- Speak to values, not just goals.
- Be the mirror, not the cheerleader.

An abstract image on the left side of the slide featuring a dark background with numerous glowing, multi-colored light trails. These trails, in shades of white, blue, orange, and yellow, curve and swirl dynamically, creating a sense of motion and energy.

The Highest Paid Coaches Inspire Transformation.

Motivation creates motion.

Inspiration creates momentum.

We brought a gift for you!

Scan to provide feedback and get the
Inspiration Activation Guide.



Thank you + Questions



Bridgette Simmonds, PCC
bridgette.co (no “m”)



Paul Boehnke, PCC
PaulBoehnke.com



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