

Power in words

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micro article
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The power in the words won't go away

(The Green, *Power in the Words*)

Coaching is about purposeful conversations, and you can't have conversations without words. So, choosing the right words is one of the critical tools of the life coach.

Words have power

Most of us would have been told as a child:

Sticks and stones may break my bones but names will never hurt me.

If that were true, I guess we would never have been told it! The truth is words can hurt. We'll all have experienced hurtful words at some point in our lives. And those words can continue to scar for many years.

But, if words have the power to hurt, they can also have the power to heal.

Words can create change

The good news is that lives do change through harmful words being disarmed, challenged and minimalised through the adoption of a new and more positive set of words. These can sometimes be in the form of *affirmations* but may also be through challenging the self-concepts words have created for an individual. A new set of words to describe a situation can help change the

way the situation is experienced moving forward.

Co-creating a new language

One of the jobs of the coach is to help the coachee discover and create a new and more positive language set. With new words the coachee can create new ways of responding to situations to find a way forward. But notice that this is a form of co-creation which is directed by the authentic use of new language by the coachee.

Authentic lasting change language

What is important for the coach to realise is that they do not hold the key to this new adoption of language for the coachee. The words the coachee uses moving forward are to be ones which are meaningful to them. And as a coachee, part of our flexibility is in adapting to the new language of the coachee and reinforcing it through our own use of language in the sessions.

For more reflections on The Green's Power in the Words visit our blog entry:

<https://retune.metanoeo.org.uk/2024/03/11/power-in-the-words/>