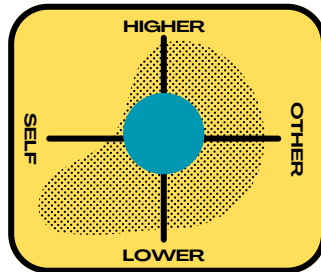


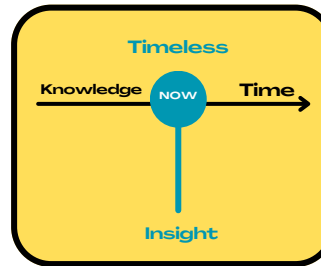
The 10 nondual coaching principles.

1. Nonpositional



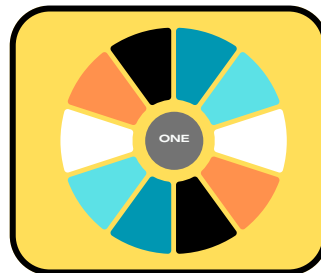
The coach does not assume any position of authority or superiority (nor inferiority) over the coachee. Both are complete equals in the coaching process.

2. Vertical recognition



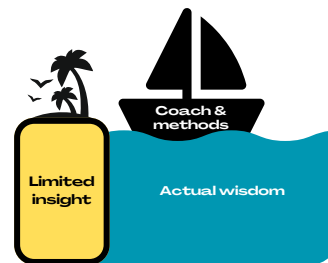
The client is whole, fully awake, and aware. The coach helps the client recognize and rediscover this wholeness, fostering growth without adding anything new.

3. Interconnectedness



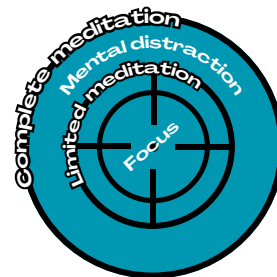
Each principle mirrors all others. Focusing on any in coaching (in)directly engages the other principles, allowing both coach and client to experience wholeness.

4. Insight-based



Progress is driven by insights rather than new information. Nothing extraneous is added—true transformation comes from letting go of knowledge and beliefs.

5. Pro resistance



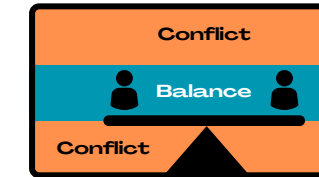
The coach leverages the coachee's mental resistance as a resource. This resistance is used to spark deeper insights.

6. Self-less



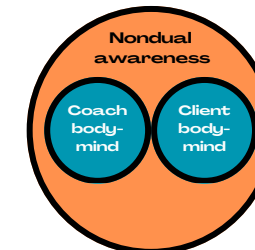
Coaching unfolds naturally without deliberate intervention by a coach. There is no individual doing or acting; the process simply happens.

7. Nonjudgmental



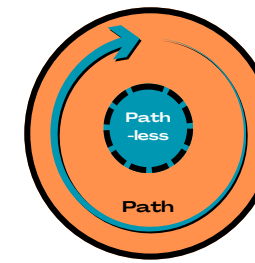
No judgments are held or shared. There is no correct understanding or right way to coach. Judging just creates separation, hindering the coaching process.

8. In/as Awareness



Coaching arises from nondual Awareness. The coach embodies this effortlessly, guiding the process naturally.

9. Pathless



Coaching is a spontaneous, present-moment interaction with no set path. It evolves as a fluid dance between coach and coachee, with no goals or intentions.

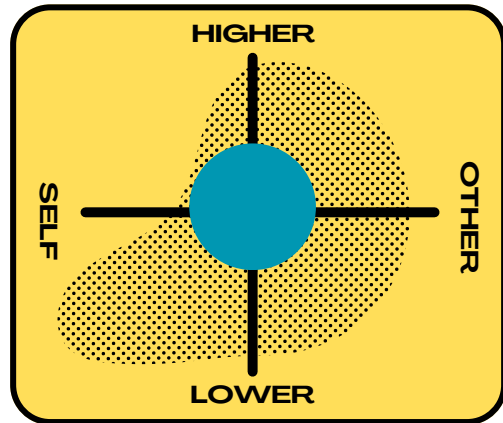
10. Paradoxical



Nonduality embraces paradox, encouraging the mind to relinquish control. Paradox is playful and points beyond conventional sense-making.

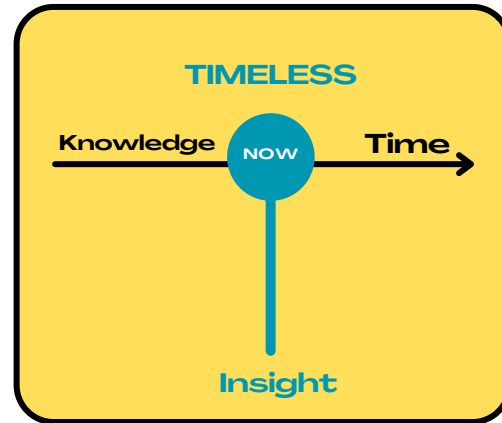
The 10 Principles Checklist 1/2.

1. Nonpositional



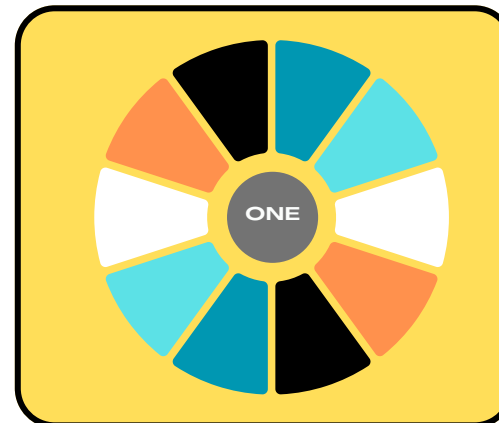
- 1 Understand:** I know what not taking a position towards the coachee requires.
- 2 Practitioner:** I interact with my coachees without assuming any role of authority or superiority.
- 3 Mastery:** I effortlessly engage in sessions without hierarchy or roles and know when to assume a position if needed.

2. Vertical recognition



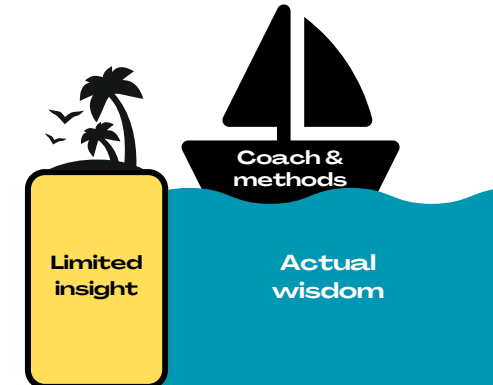
- 1 Understand:** I recognize the client is inherently whole, fully awake, and aware.
- 2 Practitioner:** I guide the client to rediscover their wholeness and awareness in the present moment.
- 3 Mastery:** I facilitate a seamless realization where the client naturally recognizes their present completeness.

3. Interconnectedness



- 1 Understand:** I understand that each principle mirrors all others in coaching.
- 2 Practitioner:** I engage any principle, knowing it directly or indirectly activates the others in the coaching process.
- 3 Mastery:** I effortlessly create a space where focusing on any aspect engages all principles, leading to a holistic coaching experience.

4. Insight-based



- 1 Understand:** I grasp that progress comes from insights rather than new knowledge.
- 2 Practitioner:** I guide clients to let go of unnecessary knowledge, allowing genuine insights to arise.
- 3 Mastery:** I create a space where transformational insights are continuously birthed as clients surrender preconceptions.

5. Pro resistance



- 1 Understand:** I recognize that resistance in the coachee signals areas rich for exploration.
- 2 Practitioner:** I skillfully use the coachee's resistance to ignite meaningful breakthroughs.
- 3 Mastery:** I allow resistance to naturally evolve into insights, letting the coachee's awareness deepen organically.

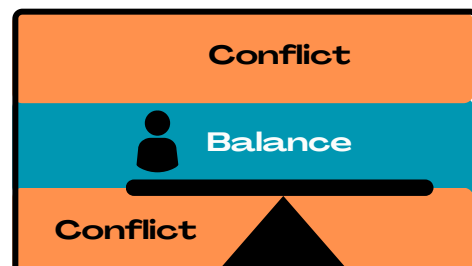
The 10 Principles Checklist 2/2.

6. Self-less



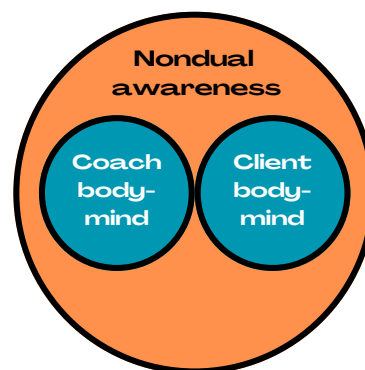
- 1 Understand:** I understand that coaching unfolds naturally, without a separate doer.
- 2 Practitioner:** I allow sessions to evolve organically, without just imposing structured interventions or questions.
- 3 Mastery:** I embody the state where coaching flows naturally, with no individual effort steering the process.

7. Nonjudgmental



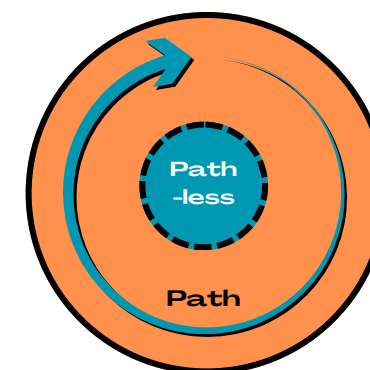
- 1 Understand:** I know that judgment has no place in nondual coaching.
- 2 Practitioner:** I practice coaching without holding or expressing judgments toward the coachee.
- 3 Mastery:** I provide a profoundly accepting and open space where judgment is entirely absent, fostering genuine exploration.

8. In/as Awareness



- 1 Understand:** I recognize that coaching arises from a state of nondual Awareness.
- 2 Practitioner:** I consistently coach from a space of being deeply rooted in nondual Awareness.
- 3 Mastery:** I effortlessly embody nondual Awareness, creating a profound, resonant field that naturally guides the coaching process.

9. Pathless



- 1 Understand:** I understand that nondual coaching has no predetermined path.
- 2 Practitioner:** I engage in coaching as a fluid, spontaneous interaction, free from set goals or directions.
- 3 Mastery:** I dance freely with the coachee, allowing the coaching journey to unfold without predefined objectives.

10. Paradoxical



- 1 Understand:** I grasp that nonduality thrives on embracing paradox.
- 2 Practitioner:** I introduce and play with paradox to help the mind let go of control whenever I believe it's needed.
- 3 Mastery:** I use paradox masterfully to lead coachees beyond sense-making into direct experiential understanding.