



# Gustaw Fit

Individual and corporate  
coaching





# About Gustaw Fit

In my professional career I helped to set up small companies, been a senior salesperson, a director in UBS bank and currently I am working as a senior manager at Zoopla and co-run a charity in Scotland (as a COO). I have also been an ICF certified life coach for 3 years, have experience with Hellinger family constellations. I am currently concentrating on business and 1:1 coaching in workplace, with focus on communication. I like to work on multiple levels. As usually more than one thing defines how fun and successful our lives are to us. You can find out more about me and my thinking at: <https://guerrilla.blog/>





# About my methods

## THE GENERATIVE COACHING

Generative coaching sees creative work as a process of disciplined flow—that is, it needs to both activate and trust the creative consciousness that flows through all creative work, but also provide the discipline needed to skillfully shape the flow of experience into creative action. We see this discipline organized around five core steps.

1

Identifying positive Intentions/goals. Positive intentions and goals can be identified with various questions:  
What specifically do you want to achieve?  
What is your vision/dream?  
What is your calling?  
What is your deepest intention?  
What do you stand for in life?

2

“The inner game”: Develop a generative state. To realize their dreams, people must be able to develop and maintain creative states of consciousness. This is the focus of the second general step of generative coaching. To reiterate, a core premise is that each person actively creates their reality and experience.

3

Taking action: Once intention is set and a generative state is developed, a person is ready to take creative action in the world. We see three parts of this process: (1) plans, (2) actions, and (3) evaluating results and re-acting. A client is asked what they want to achieve and how they might do it, and is then encouraged to take action.

4

Transforming Obstacles: In the course of any creative path, many obstacles are encountered. They can be external, such as people or institutions that try to thwart development, financial or health crises, or setbacks and failures. They may also be internal obstacles, such as negative beliefs or emotions, ambivalences, or lack of motivation.

5

“Keeping it Going”: Practices of Generative Self-Development. Given its core principle that a person’s state of consciousness is a primary determinant of what realities and experiences are possible. Has to do with ensuring that clients develop positive mindbody practices to keep growing and changing.



# My results

## BUSINESS:

- Led underperforming projects out of client cancellations to client extensions
- Successfully led many underperformers to become top performers
- Solved many deeply embedded communication issues, leading to improvements of general working environment and efficiency

## PERSONAL:

- Coached individuals in significant life changes, including health problems, relationship trouble or work change/loss
- Coached individuals to take up more active leadership roles both in life and at work



# Offering

- Individual work - series of 5 coaching sessions (every 3 weeks) - £60 per 1h
- Group workshop (up to 20 people) - 3h - £200
- Public speaking - £300 - per hour



# How to prepare for a coaching session?

- get to know your greatest challenges
- decide what is your intention for coaching work
- consider both sides (what I want and what the world offers)
- be prepared to take notes
- be prepared to take a commitment (once a process starts, it should be fulfilled)
- first session is for us both to decide if we want to continue to work together, coming to the second sessions means a commitment to the process (usually 5 sessions, but can be less or more)
- It's best to meet in person in a neutral environment



# Example coaching session

- 10min - get to know each other (i.e. a temperature check exercise)
- 5min - a centering exercise (i.e. eyeball movement or tapping)
- 10min - mapping the needs and goals
- 20min - a discussion / journey over the next step
- 10min - transforming obstacles (visualising positive outcome)
- 5min - building life-affirming intentions (what is the one thought you will keep after the session)



# Example workshop

- - 10min intro
- - 10-15mins of writing down and feeling your positive intentions
- - 15-20mins of exercises around creating and maintaining creative states of consciousness
- - 15-20mins of attempting to walk the path (work in threes)
- - 15-20mins of going through obstacles (work in threes)
- - 10-15mins of self practice around keeping it going
- - 10-15mins of Q&A



Malidoma Patrice Somé, *Ritual: Power, Healing and Community*

We do not always allow ourselves to work through pain. More often than not, we think pain is a signal that we must stop, rather than find its source. Our souls do not like stagnation. Our souls aspire toward growth, that is, toward remembering all that we have forgotten due to our trip to this place, the earth. In this context, a body in pain is a soul in longing.



# Thank you

