



# Iris Alheidt-Pehrishch - Welcome to life

## Beyond Coaching

### Weekly Impulse:

Weekly changing information and topics about me and my work for you - available as a PDF for download or simply to enjoy.



Iris Alheidt-Pehrishch

### Recommendation of the week:

Do you want change in your life? Then take the first step! Due to high demand, an additional course will start soon, and I still have 2 available spots.

#### DER KURS Fundamentals

Start date: 08/10/2024  
Registration: +49 (0)163 - 139 69 24

No age restrictions.  
No prior knowledge required.

For more information, visit:  
<https://www.iris-alheidtpehrisch.com>

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<https://www.iris-alheidtpehrisch.com>

### Live on Instagram

Together with my colleague, Stefanie Neher, I go live on Instagram every Tuesday at 6:30 PM. We talk about current topics in a relaxed and informal atmosphere. This gives you the chance to get to know us and actively interact with us. You are warmly invited to join and send us your questions or new input during the session. Here's how it works: Log in to Instagram with your account and follow @beyond\_coaching\_der\_kurs. Once we go live, you should receive a notification. You are also welcome to send us your questions or topics in advance via message. We will then include your topics in the live talks.



### Pressure tactics in everyday coaching

Almost everyone is familiar with sales strategies these days. But did you know that in the coaching field, there are "sales strategies" that deliberately trigger fears? The result is that contracts are signed to prevent something bad from happening, rather than being able to look forward to change. Maybe you've experienced a similar situation, where you found yourself unable to make decisions in your best interest and instead watched as your survival instinct made the decision for you. A tip from me to you: Make decisions (e.g., signing contracts) only when you are in your power and with the greatest possible clarity.

### How can I recognize pressure tactics?

Often, cult-like structures are used to create a compulsive sense of belonging. This is especially common when a hierarchical structure is formed where everyone earns a share of the work done by a new coach. An example of this could be: "Join the team, then you'll be on the right path, because only with us will you be successful."

Emotions are often exploited as well, such as by instilling fear. An example of this could be: "If you don't ..., just imagine all the terrible things that could happen."

Time pressure is an absolute no-go. For example: "This offer is only available now!" or "Your last chance!"

In this sense, take good care of yourself!