



Start Here Coaching Services

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Renae Cerquitella, MHR, CRC, BHCM

Renae Cerquitella is a Behavioral Health and Relationship Coach who started her fulltime Oklahoma City private practice in February of 2016. Renae specializes in disrupting old thought patterns that no longer serve an individual. Her coaching style nests neatly on the Cognitive Behavioral Therapy (CBT) and Cognitive Behavioral Coaching (CBC) models. Renae designs coaching around the needs of her clients and conducts self-esteem, self-advocacy, and empowerment workshops. Although she markets to women between the ages of 42 to 55, her clients include women and men, ages 22 to 72.

Renae holds a Master of Human Relations from the University of Oklahoma, a Bachelor of Psychology from Southeastern State University and coaching certifications in Professional Coaching (CPC), Life Coaching (CLC) and Relationship Coaching (CRC) from the World Coaching Institute (WCI).

As a 27-year-old newly divorced mother of two, Renae knew she had to make some hard decisions. She could stay in Texas and continue working with her limited skillset or move to Oklahoma, apply for college, and seek government housing and assistance. Six weeks later she and her children moved into her sparsely furnished HUD house. She began her coursework shortly after.

College brought more than a formal education. It also brought exposure to people, ideas and the ability to see how changing thoughts could change lives. Inspired by the love, support and encouragement of other women, Renae wanted to pay forward and help other women find their way out of the poverty trap. Through her own experiences she believed that despite the circumstance or situation, a person could improve their life and that they already possessed everything they needed to make it happen.

After mentoring and providing informal coaching for about 10 years, she began professionally coaching part-time. Coaching felt like a natural fit as she helped people identify their goals and work toward improving their lives, step-by-step and at their own pace. She became known as a coach who genuinely cared about the individuals she supported.

Since opening her fulltime practice, Renae has worked with clients from Oklahoma, Texas, South Carolina, New York, New Mexico, Georgia, Hawaii, Kansas and Australia. She is the founder and facilitator of the Binge Eating Disorder (BED) Support Group, serves as a board member with Health, Wealth & Lipstick, a member of Psychology Today and the SP3 Edmond professional partnership. In addition, Renae volunteers with the Regional Food Bank of Oklahoma and Habitat for Humanity. Previous volunteer opportunities include the Oklahoma City YWCA, United Way, Devon tutoring program, and the May Fair Arts Festival.

As a member of the Choctaw Nation of Oklahoma, Renae takes pride in her heritage and culture. Her understanding, respect and sensitivity to customs and traditions is especially helpful when working with other women and minorities. Professional experience includes 20 years in the communications, logistics and Human Resource industries, as well as proposal and technical writing for the U.S. Department of Education, Devon Energy, American Indian Institute, YWCA, and Eastern Oklahoma State College.

Renae is currently developing workbooks and curriculum that provide support for relationships and BED. Contents from both workbooks will align with exercises on her website and her podcast. Her podcast is scheduled to launch in the fall.

She spends off time painting, creating miniature dollhouse food and furniture and enjoying her husband, children and grandson.



Break thought patterns, manage behaviors, and influence outcomes

Start Here Coaching Services Presentation

Start Here Coaching Services is a coaching practice built on cognitive behavior coaching (CBC) techniques, sound guidance and a systematic approach that is both evidence-based and goal focused. Start Here Coaching works with the client to identify, examine and change unhealthy thoughts, feelings, and beliefs while incorporating more realistic, positive and effective thoughts.

Once new thoughts are introduced and practiced, clients can develop healthy and productive behaviors and enhance overall emotional development.

- Clients can learn how to reframe their thinking, feelings and behaviors with the goal of developing positive changes both personally and professionally.
- Negative ways of thinking and feeling about the challenges life brings can be turned around and made useful.
- Clients can become solution-focused while resolving issues here and now, while using an action plan.

GOAL: The goal of this presentation is to introduce alternative ways to tackle challenges and problems using a thoughtful and deliberate approach. Audience will learn about being present, mindful and considerate of thoughts and emotions before acting.

LEARNING POINTS:

- True freedom is knowing how to handle any situation or feelings that come.
- Respond and direct feelings and results in ways that serve.
- Introduction to the Strategic Outcome Model.
- Autonomy and control over thoughts, feelings and actions.
- Self-inquiry: Did I do my best in this moment...especially considering what I'm up against?

BENEFITS:

- By discovering how to process life events and what can and can't be controlled, individuals may have alternative options and choices that are within reach.
- The Strategic Outcome Model can be used as a tool; it can become a personal GPS alerting an individual to life's traffic jams and detours, while highlighting the fastest and most effective routes.
- By having a new way of navigating through thoughts, the client can gain the ability to celebrate the best and least desired outcomes.

DELIVERY METHOD: Presentation, group exercise, individual exercise, handouts, podcast, and e-lessons.

CURRICULUM OVERVIEW:

"True freedom is knowing you can handle any situation or feelings that come your way, respond and direct your feelings and results in ways that serve you." Does this sound like something you regularly say to yourself?

Chances are, the answer is "no."

We all have developed our own way of thinking, behaving and interacting in the world. Often our ways of interacting are simply "the way we've always done it," brought about by culture, environment or practice. Sometimes our interactions are positive and deliver the outcomes we desire, while other times our interactions provide results that don't serve us.

However, even when we are ready to come face-to-face with behaviors that are no longer working, it is hard to change because we aren't sure we CAN change or HOW to get started.



Strategic Outcome Model

Start Here Coaching Services uses a customized systematic approach called the **Strategic Outcome Model**.

The Strategic Outcome Model is deceptively simple and combines elements of psychology (cognitive behavioral therapy) with cognitive behavioral coaching (CBC) and relationship building coaching practices. The model introduces the option to pause, even for just a few seconds, and think about the impact thoughts can have over our lives.

The Strategic Outcome Model is a tool that can help clients control their natural responses to life events and circumstances, while identifying choice points. **Choice points** are metaphorical forks in the road where we can decide and/or influence next steps. Choice points will differ from person to person and from situation to situation, but are usually an opportunity to interject our choice or influence over the results. Once choice points have been identified we can redirect our thoughts, actions and results in purposeful and strategic ways.

When we experience positive outcomes due to our own strategic thinking, planning, and actions, it's easy to take pride in the choices we have made. Of course, even with the best strategy and plans in place, sometimes the outcome is less than desirable. Whether we experience the best or least-desired results, there are a few things we can always celebrate:

- Our ability to look at each situation as it comes (no more fretting about what might happen).
- The courage to weigh possible choices, results and then CHOOSE! (no more sitting on the fence).
- Interjecting our positive influence when and where we can.
- Doing our best, even if the outcomes are less than perfect.
- Opportunities for improvements and lessons (good and bad) learned.

The Strategic Outcome Model demonstrates the most typical sequential order of thoughts, feelings, actions, and results, while identifying possible choice points to influence or improve outcomes.

Life Events – Factual, indisputable events that can occur without warning.

- Factual, evidence-based events that do not contain opinions or feelings of individuals (i.e. “The lamp is broken”).
- Events may occur to an individual or on a world-wide stage, but are always beyond control.
- We may or may not have an emotional connection to the event.

Thoughts – Occur involuntary and voluntary and can be triggered by events or alternate entry points.

- Triggered by events or alternate entry points such as mindless activities, traditions, preferences, and environment.
- **First thoughts** (involuntary) are rarely controlled, usually instinctive or habitual and may be delivered uncensored and full of emotion (i.e. “Darn it! I bet my husband broke the lamp!”).
- **Second thoughts** (voluntary) are controlled, edited and are the result of pausing and considering options and outcomes (i.e. “I better check with Jim before I make assumptions”).

Beliefs – Thoughts are biased by beliefs. Beliefs are deeply imprinted early in life and are automatic.

- Beliefs are manageable, malleable, and may be accepted or dismissed.
- There are both good and limiting beliefs.
- Limiting beliefs can be crippling and are like outdated loops of elevator music playing in our minds. The vocals sound very much like a parent or authority figure.
- We can update our self-concept and beliefs by challenging limiting beliefs and loading new elevator music and may create opportunities for learning and personal growth.
- Good beliefs can demonstrate high morals or be a guiding value and inspirations to others.
- Although all thoughts are centered around beliefs we always have the choice NOT to judge them. Instead, we can decide to view our thoughts as a curious observer would.



Feelings – Involuntary physical sensations or vibrations in our bodies.

- Negative feelings can be used as an opportunity for investigation. Ask yourself “How long is this feeling going to last?” Focus is shifted away from feelings and to self-observation.
- When acknowledged, feelings usually peak for about 90 seconds and then begin to deescalate. Acknowledged feelings can be used in a positive way to learn about self or motivate change.
- The value of a feeling is determined by the individual. It is always our choice to make a feeling bigger or smaller. Deciding value may feel challenging at first, but with practice, the results can reduce stress and heighten focus on what matters most.

Actions – Our behaviors, both seen and unseen by others, are how we present in the world.

- Taking an action or remaining inactive may result in positive or negative outcomes.
- Action/inaction may inspire or degrade our reputations.
- Action/inaction can affect relationships, others’ opinions, and social influence.
- May sharpen listening skills and improve our ability to influence others.
- Inappropriate actions may lead to the loss of influence over results (i.e. Fighting in a bar may lead to your arrest).

Results – The consequence or outcome of an action or inaction.

- By choosing our actions, we have a greater chance of influencing our results.
- Consequences can have long-term personal, professional and legal implications.



STRATEGIC OUTCOME MODEL



LIFE EVENTS

Factual, indisputable events that can occur without warning.

- Factual, evidence-based events that do not contain or reflect our opinions or feelings.
- Events may occur to us or on a world-wide stage, but are always beyond our control.
- We may or may not have an emotional connection to the event.



THOUGHTS

Occur involuntary and voluntary and can be triggered by events or alternate entry points.

- Triggered by events, mindless activities, traditions, preferences, and environment.
- First thoughts (involuntary) -rarely controlled, instinctive, habitual, and often uncensored.
- Second thoughts (voluntary) -within our control. The edited version after considering options and outcomes.

Beliefs influence all our thoughts.



FEELINGS

Involuntary physical sensations or vibrations in our bodies.

- All feelings can be used for introspection, motivation and change.
- When acknowledged, feelings usually peak for about 90 seconds, and then begin to deescalate.
- We control the value placed on our feelings.



ACTIONS

Our behaviors seen or unseen by others; how we present in the world.

- Action/inaction may result in positive/negative outcomes.
- Action/inaction may inspire or degrade our reputations.
- Action/inaction can affect our relationships, others' opinions and social influence.
- Inaction (shhhhhh) may improve listening skills.
- Inappropriate actions may lead to loss of influence over results.



RESULTS

The consequence of an action or inaction.

- By choosing our actions, we have a greater chance of influencing our results.
- Consequences can have long-term personal, professional, and legal implications.

BELIEFS

Imprinted at an early age, automatic. Can be managed, reshaped, accepted or dismissed.



Scenario

Using the Strategic Outcome Model, we will demonstrate a possible situation from Life Event to Results. Notice other possible outcomes, areas of influence, and choice points.

Strategic Outcome Model	Positive reaction and actions	Negative reactions and actions
<ul style="list-style-type: none"> Life Event 	Christa has just been informed by her supervisor that the department at the glass museum will experience a 25% decrease in next fiscal year.	Christa has just been informed by her supervisor that the department at the glass museum will experience a 25% decrease in next fiscal year.
<ul style="list-style-type: none"> Thoughts 	<p>1st Thoughts – “Oh my God, I’m going to lose my job. I was the last person hired. My boss was looking at me funny yesterday.”</p> <p>2nd Thoughts – “I’m a good instructor and a good leader. Even if I lose this job, I’ll land on my feet.”</p>	<p>1st Thoughts – “Oh my God, I’m going to lose my job. I was the last person hired. My boss was looking at me funny yesterday.”</p> <p>2nd Thoughts – “I’m a good instructor and a good leader; I bet they don’t even consider that and just keep their favorites.”</p>
<ul style="list-style-type: none"> Feelings 	Shock ⇒ fear ⇒ interested ⇒ curious ⇒ neutral ⇒ calm	Shock ⇒ fear ⇒ disbelief ⇒ agitated ⇒ defensive ⇒ angry
<ul style="list-style-type: none"> o Beliefs 	**Although Christa has experienced negative beliefs about her talent, ability, and value to her organization, she has updated her self-concept and beliefs . Any negative beliefs that pop-up she silences by focusing on all the good she is doing.	**Christa has negative beliefs about her talent, ability, and value to her organization. Much of her beliefs are based on her family’s views concerning the art profession. She holds tight to what her family tells her and her beliefs about fairness. Although she does great work, she has NEVER updated her self-concept and beliefs . She entertains almost every negative belief that pops-up or told to her by a family member.
<ul style="list-style-type: none"> Actions 	Inaction - “I’m going to just keep doing great work and assume nothing.”	Action: “I’m going to confront my boss and get an answer today. I’m not waiting around here to get fired.”
<ul style="list-style-type: none"> Results 	One week later Christa’s boss approaches her and says, “I just wanted to let you know that we will be laying off Joe, Andrea and Tadd. We will depend on you, more than ever, to keep doing great work and help keep moral up. I know this has been hard for everyone, but you have stayed on task and focused.”	Christa confronts her boss the same day of the announcement. She was demanding, hostile, and stated she was great at her job and didn’t deserve to be treated this way. Her boss listened and then politely said, “Christa, it sounds like you need an answer today, so I will give you one. You are a talented artist and good worker, but this job requires patience, respect of others and a cool head. I’m afraid you will be one of the 3 people we have to let go.”



Exercise

Using the Strategic Outcome Model use an event (yours or an anonymous source) to map from the Life Event to the Results. If your example is "Positive" use the positive column to detail the event. Next, use the "Negative" column and imagine what could have happened one or more choice points were changed. If your example is "Negative" start with the negative and detail the event. Then use the "Positive" column and imagine what could have happened if one or more choice points were changed.

Sharing your experience with the group is welcomed but NOT required.

Strategic Outcome Model	Positive reaction and actions	Negative reactions and actions
• <i>Life Event</i>		
• <i>Thoughts</i>		
• <i>Feelings</i>	Shock C fear ⇒ interested ⇒ curious ⇒ neutral ⇒ calm _____ ⇒ _____ ⇒ _____ ⇒ _____ _____ ⇒ _____ ⇒ _____ ⇒ _____	Shock ⇒ fear ⇒ disbelief ⇒ agitated ⇒ defensive ⇒ angry _____ ⇒ _____ ⇒ _____ ⇒ _____ _____ ⇒ _____ ⇒ _____ ⇒ _____
○ <i>Beliefs</i>		
• <i>Actions</i>		
• <i>Results</i>		