



Your Blueprint to Success as a BALM Professional

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Why Go to School to Become a BALM® Life Coach Specializing in Family Recovery or Recovery?

By Beverly A. Buncher, MA, PCC, CBC, CTPC

Director of The BALM® Training Institute for Family Recovery Services

If you are a person considering a career in Life Coaching, you may be wondering how to proceed and what niche to consider. This post is for the person who cares about those affected by their own or a loved one's Substance Use Disorder (SUD), but isn't sure how that caring could translate into a viable career.

Becoming a Life Coach is a powerful, purposeful career path. It entails learning how to meet clients where they are and help them access their own inner wisdom to reach their goals. Life Coaching assumes that all clients are healthy and whole at their core, and on that basis, trained life coaches partner with their clients to move forward powerfully in the direction of the client's goals.

The ability of a Life Coach to ask powerful questions, listen deeply, and reflect back what they are hearing to their client, empowers the client to consider and move forward on a wide variety of options that may have previously been unavailable to them.

This is an action-based process that works. But what if the client is a person struggling with substances or the relative of someone on drugs or alcohol? What if the situation of the client is more complex than a career change, career goals, or relationship issues?

Enter the specially trained BALM® Family Recovery Life Coach/Recovery Life Coach.

These Life Coaches are trained in Addiction, Recovery, and Family Recovery, as well as in Life Coaching. Family Recovery Life Coaches not only understand how to create powerful coaching relationships that help clients move their lives forward. In addition, they have studied and practiced working with clients on the Stages of Change and Motivational Interviewing, both of which allow them to help a loved one or family member move forward from where they are to where they want to be more powerfully than life coaching alone could do.

Different training venues may also focus on different specific methods of helping as well. At my school, The BALM® Training Institute for BALM® Family Recovery Life Coach Training, for instance, we train our coach trainees in the powerful Be A Loving Mirror Method (BALM®) of Family Recovery, which provides families with powerful communication tools to deeply reach and potentially influence their using loved ones to move in the direction of recovery.

The trainees in the B[®] Training Institute begin their studies with mastery of the BALM[®] Method of family recovery. This foundational work gives them the knowledge and practice they need to understand SUD, recovery, and family recovery. With that background, they go on to study Life Coaching and BALM[®] Family Recovery Coaching, the combination of which allow the coach to face the specific challenges that families bring when they are facing a loved one's struggles.

Life Coaching is a transformative process, but coaches who want to help families accelerate their recovery need to know more and to be more than a straight coaching school will allow them to be and do. Specializing in Family Recovery deepens their ability to serve in ways a Life Coach without a specialization in Family Recovery cannot.

The following blueprint provides a brief summary of how best to pursue an education as a family recovery life coach in the first and only International Coach Federation fully Accredited Coach Training Program (ICF-ACTP) to focus on family recovery.

Be A Loving Mirror!

Sources:

Prochaska, James, et.al. *Changing for Good: A Revolutionary Six-Stage Program for Overcoming Bad Habits and Moving Your Life Forward* (Harper Paperback, 2006)

Prochaska, James & Prochaska, Janice. *Changing to Thrive: Using the Stages of Change to Overcome the Top Threats to Your Health and Happiness*. (Hazelden Publishing, 2016)

Denning, Patricia, et.al. *Over the Influence: The Harm Reduction Guide For Managing Drugs and Alcohol* (Guilford Press, 2004)

Survey - Who are you and what do you want?

Circle your answers and consider them as you read through this document.

1. What are you looking for?
 - a. Personal growth and transformation
 - b. A new career
 - c. both
2. How do you learn best?
 - a. By seeing
 - b. By hearing
 - c. By doing
 - d. By speaking
3. What are you looking for in your next career?
 - a. I would like to facilitate courses to groups
 - b. I would like to coach clients one-on-one
 - c. I would like to learn new material to speak on
4. Are you looking to:
 - a. Work for yourself
 - b. Work for someone else
5. Are you looking to
 - a. Work with families
 - b. Work with loved ones
 - c. Both
 - d. Either/or
6. What time commitment are you able to give to career preparation?
 - a. 2-4 hours per week
 - b. 4-6 hours per week
 - c. 6-10 hours per week
 - d. Any of these
8. What are you willing to do to achieve your career goals?
 - a. Commit to my education and the business development steps that it will take to do so
 - b. I don't need more education. I will simply plan a career based on what I already know

9. Location, location, location:

- a. I want to work from my home
- b. I want to go to an office each day

10. Time

- a. I want to only work an 8-hour day
- b. I want to set my own hours

Envision Your Future Exercise

Fill out this survey and use your answers to help formulate questions that you can share with a BALM Admissions Representative.

My Name

My Life Envisioned

My Business Envisioned

My Coaching Envisioned

My Writing Envisioned

My Public Speaking Envisioned

My Path to Development Envisioned

In order to prepare myself, I did and experienced the following:

Costs Anticipated for Training/Business Development:

Training/Item	Dates	Cost	Date Completed

Timetable for Business Development:

Coaching:

Writing:

Teaching/Training:

Getting to Know the BALM[®] Training Institute for Family Recovery Services and Family Recovery Life Coach Training

Our Mission:

Our mission is to help ALL families blaze the trail to recovery in their homes.

Our Vision:

We imagine a world in which every individual has the opportunity and support they require to help them build a life of recovery one moment at a time and every family has the mindset and skills to help them blaze the trail to recovery in their home. We invite you to imagine your world without relapse.

The BALM® Paradigm

The BALM® Institute is the professional training and accrediting body for BALM® Family Recovery Specialists and Coaches.

Through the BALM® lens, you, as a BALM® Coach, will empower your clients to:

- contribute to their loved one's recovery
- attend to their own recovery
- learn and practice the skills of the Be A Loving Mirror Method.

For this paradigm to become second nature to you, you will first study and practice the BALM® yourself including:

- 7 C's
- 5 tips
- 12 principles
- 7 steps.

In doing so, you will Become a BALMer, someone who is:

- unconditionally loving
- able to communicate effectively under challenging circumstances
- peaceful even in situations fraught with danger.

And this, along with your powerful understanding and practice of BALM® coaching will allow you to help your clients' families move forward in recovery.

Finally, this is a program for all faiths that respects all faiths and beliefs. Your faith or beliefs are very personal to you. We always encourage you to seek and find the wise counsel and connection that you believe is true and right for you.

Key Ideas of the BALM® Program:

BALM® Has a Dual Approach to Helping Families:

1. Inner Leads to outer: Focus on you to help yourself, your loved one and your family by learning and practicing behaviors related to:
 - The breath and meditation
 - Self-care
 - Support
 - Love
 - Starting with Inner Peace and watching it ripple out to those in your environment.
2. Prevention is early intervention – Tools and skills to help you help your loved one move toward recovery are found in the 12 Principles and 7 Steps
3. Help Your Clients and Yourself to Be A Loving Mirror

Component One: Master the BALM® and Become a BALM® Family Recovery Specialist

This component includes the BALM® 12 Principles, the 7 Steps and the 12 Principles Live Facilitator Certification Course.

What is included:

- 46 hours of live online classroom training
- Recorded interviews and lessons to study at your own pace
- Text and workbooks
- Manuals and scripts for each lesson in the 12 Principles Live course you will teach

This component will take 2-9 months to complete depending on your pace.

Summary of The BALM[®] 12 Principles

While these 12 Principles of BALM[®] Family Recovery may seem familiar, they are infused with the unique concept of Be A Loving Mirror. Everything we do, everything we suggest, and everything we teach is based on this concept. We do this because we see the changes in families that use the Be A Loving Mirror[®] approach.

Principle One: The Family Has a Crucial Role to Play in Early Recovery

Theme for this Principle: Supporting Your Loved One in Early Recovery

What you will learn:

- The Family's Role
- The Seven C's
- 5 Tips
- Leverage

The family has a powerful role in a loved one's recovery. Research shows when the family gets well, the loved one has a better chance of getting well. This lesson maps out how the family can most effectively help a loved one choose to recover emphasizing 5 tips and 7 c's.

Principle Two: Change Happens in Stages

Theme for this Principle: How Change Happens

What you will learn:

- Six stages of change model
- Enabling vs. Helping
- Motivational interviewing as a tool for families to employ

Change happens in stages. This is important for families to understand. Often, we have a substance-using loved one and all we want is for the use to stop. We 'put them in treatment', expecting everything to be all better. If only it were that simple. In this principle, we look at how change happens in a person struggling with substances. You also learn ways to communicate that can help you help your loved one move from one stage to the next. In addition, the importance of being patient with yourself is emphasized.

Principle Three: It is Important to Let Go Without Giving Up or Giving In

Theme for this Principle: What to let go of and what to pursue

What you will learn:

- How to Breathe through each moment
- Tools to release negative emotions
- How to respond, not react
- How to recognize Flooding

In this lesson, the focus is on how to develop a sense of persistent inner calm in the middle of the storms that a loved one's Substance Use Disorder will inevitably bring into your life. To many people, letting go means 'standing back and doing nothing'. Using the Be A Loving Mirror approach, we teach you to stay involved without holding on too tightly. You will learn what kind of interaction with a struggling loved one is and is not beneficial. This is the work before you as a student of family recovery.

Principle Four: You Can Be Your Loved One's BEST Change at Recovery

Theme of this Principle: How to Be Your Loved One's Best Chance at Recovery

What you will learn:

- Persistence
- The power of shifting your energy
- Live and let live
- Be A Loving Mirror

A family member can either contribute to a loved one's Substance Use Disorder or their recovery. You will learn about enabling their disorder vs. helping their recovery; how to stay out of denial; the importance of setting and sticking to boundaries; making conscious decisions about your own behavior; and when to get outside help. With case histories, examples and guidelines, you will learn what it takes to become your loved one's best chance at getting and staying sober!

Principle Five: Keeping Your Focus on Yourself and off of Your Loved One Will help You Both!

Theme of This Principle: How to Get Your Focus off of Your Loved One and Keep it on Yourself

What You Will Learn:

- Four aspects of self-care
- Keep the focus on yourself
- Attitude of gratitude
- Happiness is an inside job – tips and research on how to make yourself smile

The importance of self-care is almost a truism. Yet, how does one justify taking their eyes off a suffering loved one and putting their attention on themselves? This is the focus of week five. Replete with charts, lists and tables, the workbook will give you many ideas to help put self-care high on your list. In addition, you will learn about how dependency develops and how the phenomenon of Addiction Switching affects disordered loved ones and family members.

Principle Six: Your Primary Task is to Be A Loving Person

The Theme for This Principle: What It Really Means to Be A Loving Person

What You Will Learn:

- Being loving vs. being nice
- The role of personal responsibility
- Dignity and respect no matter what
- Loving yourself first

“All you need is love.” When the Beatles sang that line so many decades ago, a whole generation fell into an understanding of love both romantic and passive. BALM® Family Recovery turns this definition on its head. There is a difference between being loving and being ‘nice’; between doing things for others and encouraging them to take responsibility for themselves. We will look at the power of love to help you help your loved one get well.

Principle Seven: Don't Set A Boundary Unless You Are Determined to Stick to It!

Theme of the Principle: How to set boundaries that stick

What You Will Learn:

- Healthy and unhealthy boundaries
- Overcoming the blocks within you to setting healthy boundaries
- Sticking to the boundaries you set

If you ask any family member what is most difficult about dealing with a loved one's Substance Use Disorder, most will say setting boundaries and not giving in to manipulation. This lesson discusses what it means to set healthy boundaries, how to set them, the obstacles standing in the way of setting boundaries, and how to stick to the boundaries you set. If you have ever had to say no to a demanding struggling loved one, you will appreciate this lesson.

Principle Eight: Getting Support Will Greatly Enhance Your Recovery

Theme of the Principle: Getting Support – Finding What Works Best for You!

What You Will Learn

- Family, friends and co-workers
- Therapists, Recovery Coaches, and Sponsors
- 12-Step Programs and other support networks

One of the hardest things for a family member to accept is the fact that they need help as much, if not more than their disordered loved one. Yet it is true. And there are two reasons for this: One, the family member witnessed and remembers all that their loved one did while the loved one himself may not. Two, when the family gets help, the user has a much better chance for recovery. We will also look at resistance and how to get through it; the types of help and support available; and how to pick the help that's best for you.

Principle Nine: You Can Explore and/or Heal Your Relationship with Spirituality

Theme for this Principle: Exploring/healing your relationship with the sacred

What You Will Learn:

- Becoming open to something beyond the ego
- Inner and outer pathways
- Exploring the possibilities: seeing what feels right
- Tools to build the relationship

Figuring out what spirituality means to you and developing a relationship with that deeper reality, can offer a meaningful addition to your recovery journey. Yet, people whose lives have been touched by Substance Use Disorder often experience anger and disappointment in relationship to that which is sacred or holy. If, however, you are open to finding or renewing an ongoing relationship with spirituality that works for you, this lesson can help.

Principle Ten: You Can Heal Your Relationship with Yourself

Theme for this Principle: Heal your relationship with yourself

What You Will Learn:

- Taking a look within
- The good, the bad, and the ugly
- Making peace with the past
- Looking forward to the future

In this lesson, you will have the chance to better see your strengths and the potential for growth, as you discover a path to inner development. This powerful lesson gives you ideas to consider and explore, which helps you develop a stronger, more positive relationship with yourself. The stronger and more self-aware you are, the more you will be able to help your loved one.

Principle Eleven: You Can Heal your Relationships with Others

Theme for the Principle: Heal your relationships with others

What You Will Learn

- Exploring the healing power of forgiveness
- Becoming open to the possibilities
- Taking responsibility for our part in each situation
- Letting go of the past
- Looking toward the future

Being in relationship with a struggling loved one can be very painful. This lesson is about how to keep that pain from turning into suffering. The five ideas explored and developed in this lesson are: we are all connected; actions and reactions have an impact; it only takes one person to heal a relationship; moving from reacting to responding can change a relationship from toxic to healthy; and the value of working on yourself.

Principle Twelve: Be A Loving Mirror Is the Journey and the Destination

Theme for the Principle: Be A Loving Mirror is what we do and what we become

What You Will Learn

- Develop a calming practice
- Respond rather than react
- Live life authentically and peacefully

This culminating lesson brings together the other eleven lessons and shows how Being A Loving Mirror can and does change the face of family life for the better. This simple concept has the power to change the way you relate to yourself and others in the long run. It can give you the power to live a more fulfilling life.

The Seven Steps to Be A Loving Mirror (BALM®):

Peaceful communication tools to help break through family and loved one's denial. The Seven Steps are:

1. Mindfulness – Evidence-based practice for recovery
2. The Value of Observation – Seeing the facts objectively
3. Deal with Your Own Emotions – A how to for coaches and clients
4. Document, Document, Document – Keeping track of what you see your loved one say/do
5. Script the Be A Loving Mirror conversation
6. Having the BALM® Conversation – Sharing the facts you see
7. When to set boundaries and how to do so

Step One: Be the Peace You Wish to See in the World – Also known as 'Get Calm'

One of the hardest things for a family member to do when a loved one is overusing drugs or alcohol is to calm down. After all, everything the family has worked for and stands for is often going down the tubes when addiction enters the picture: money, values, standards, family reputation, and most importantly the loved one's life itself all seem at great risk. Yet, if the family members get crazed and upset, they won't be able to help

Step Two: Observe the world around you and within you.

This step invites you to observe your own behavior and that of your loved one. While many people find this one easier than step one, yet it is much more powerful when done from a calm center and can help you deepen your calm center when done properly.

Step Three: Become Aware of Your Inner Emotional Landscape Without Judgment

This step is about becoming aware of your own anger, rage, resentment, fear, and internal paralysis, continuing to observe it as you did in step two, and shifting your attitude to one of curiosity and interest, without any emotion at all. In step three you become a detached, dispassionate reporter, learning about what is happening in and to your loved one and the family without getting personally caught up in the emotion or upset of it all.

Step Four: Document what you see and hear your loved one saying.

If you are old enough to remember the TV show Dragnet, you are old enough to remember their famous line “Just the facts, ma’am.” It applies here. Let go of any opinions about what is happening and just write down the facts of the situation.

Step Five: Script a conversation you will have with your loved one based on the facts you have found.

This is a process that will help you move from blurting out unkind statements to sharing fact-based statements in a tone that can be heard by the person you are speaking to. In the beginning, it can help to have your family recovery coach or therapist, or sponsor help you do this. But eventually, you will be able to keep yourself quiet until you find the right way to deliver it and the right time to do so.

Step Six: Have a Loving Conversation at the right time in the right place.

Set up a time to share the facts with your loved one and deliver your message. Do this calmly, objectively, factually, at the right time and in the right place. Know the facts you are sharing. Should your loved one deny things you know to be true, lovingly let them know that facts are facts and you just want to share what you are seeing with them. Then, after the conversation is over, go back to your day, to your life. This assumes you have a life outside of your loved one’s behavior. If you don’t, get to work on that! There is so much more to YOU and to your loved one than their SUD! Share and go on to enjoy your life. You no longer have to carry another person’s behavior with you. You have shared it with them and now let it go!

Step Seven: If necessary, set a boundary.

Set a boundary around any behaviors you are no longer willing to tolerate. For instance, if they have been smoking or drinking or drugging in your home and you no longer want that to happen or if they come in late and make a lot of noise, and you are no longer able or willing to tolerate that, set a boundary around it! But boundary setting is not for the faint of heart. This lesson will show you when to set a boundary, how, and when not to set one.

These seven steps work when it comes to getting your life back and helping a loved one move in the direction of having their own recovery journey. While there is no guarantee that your loved one will get sober as a result, your own recovery journey will make YOUR life better AND will give your loved one their BEST chance at recovery!

BALM[®] 12 Principles Live Certification Class

This program allows you to facilitate classes in your community or online and is included in your coach training. Everything you need to teach this course is included in the certification program, including marketing materials and scripts and PowerPoints for each lesson.

The BALM[®] 12 Principles Live Certification Course is designed to give BALM[®] Professionals the content, skill, know-how and permission to provide powerful BALM[®] Family Recovery information to families in communities everywhere. Graduates are allowed to teach this course in person or on-line in the venue of their choice.

Component Two: Fundamentals of BALM[®] Life Coaching[®]

(Component One is the pre-requisite for this component.)

This component provides you with a foundational understanding of the coaching field. You will gain knowledge and practice in becoming an empathic, interactive partner with your clients.

The Coaching Paradigm

What is the International Coach Federation (ICF)?

The International Coach Federation (ICF) is the certification body for professional coaches. For more information about ICF, visit their web site at www.coachfederation.org.

The ICF Philosophy of Coaching

The International Coach Federation adheres to a form of coaching that honors the client as the expert in his/her life and work and believes that every client is capable, creative, and resourceful. Standing on this foundation, the coach's responsibility is to:

- Discover, clarify, and align with what the client wants to achieve
- Encourage client self-discovery
- Elicit client-generated solutions and strategies
- Hold the client responsible and accountable

The ICF Definition of Coaching

Professional Coaching is an ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations. Through the process of coaching, clients deepen their learning, improve their performance, and enhance their quality of life.

In each meeting, the client chooses the focus of conversation, while the coach listens and contributes observations and questions. This interaction creates clarity and moves the client into action. Coaching accelerates the client's progress by providing greater focus and awareness of choice. Coaching concentrates on where clients are now and what they are willing to do to get where they want to be in the future. ICF member coaches recognize that results are a matter of the client's intentions, choices, and actions, supported by the coach's efforts and application of the coaching process.

~ International Coach Federation

The Purpose of Coaching

The purpose of coaching is to deepen the learning and forward the action.

Integrating BALM[®] into Being A Life Coach: The BALM[®] Life Coaching Way

In course one, in order to enhance the qualities of being a ICF/ BALM[®] Life Coach within ourselves, we will study both the basics of being a life coach and the basics of the BALM[®] as found in the 12 principles.

Each lesson focuses on an essential quality or characteristic required of you as a life coach (such as deep listening, powerful questioning, reflection, exploring your values, understanding beliefs, etc.). You will listen to and study one BALM[®] Principle each week for homework and apply these in your life and coaching as well as you enhance your understanding of these through working with your student coach and coachee.

BALM[®] Life Coaching Basics

- A client centered process
- The client's goals rule
- The coach is in service of the client's agenda
- An interactive partnership
- Client permission is key to the partnership
- The coach is client's accountability partner

The coach helps client set goals, develop action plans, and stay accountable and:

- Reminds the client of her goals
- Is responsible for the structure of the session
- Is responsible for time management of the session
- Helps the client stay accountable to the plans the client makes
- The coach helps client break through obstacles that are holding them back
- The coach utilizes an open, honest, loving, non-critical, nonjudgmental tone
- What is most important in a coaching session happens between sessions

Course 1 – Being a BALM® Life Coach - Overview

Key Focus: Embodying the BALM®. Embodying Life Coaching

COURSE 1: Being A Life Coach - Who are you, and who do you need to be?

Participants engage in a personal transformational process that facilitates clarifying essential self, and learning how to live true to vision, purpose and values. This process is transferrable in working with clients.

Course 2 – BALM® Life Coaching Skills - Overview

Key Focus: Integrative Empowerment

COURSE 2: Life Coaching Skills – develops the fundamental skills for life coaching.

Focus is on fundamental skills such as presence, listening, powerful questioning, an introduction to the ICF Core Competencies, and some basic tools, such as working with Metaphor, the Wheel of Life, and Ladder of Inference.

What is included in each course:

- 24 hours of live online classroom training facilitated by professional coaches
- Recorded lessons for your review
- Texts and manual to study
- Weekly meetings with 2 reciprocal coaching partners in your class –
- Continuous interaction with the BALM® Family Program to deepen your ability to utilize it with families

Each course will take 12 weeks to complete

Component Three: Masterful Life Coaching

(Components 1 and 2 are Prerequisites)

This component completes your preparation to become a certified BALM® Life Coach

Mentor Coaching Protocol - Overview:

This component provides more than the required hours required for ICF Coach Certification. Mentor coaching is specifically designed to prepare you to successfully pass your final assessment exams.

This includes:

- A thorough understanding of the advanced ICF Coaching Competencies known as the PCC Markers.
- Mastery and practice ICF Competency based coaching in the Mentor Coaching Class
- One on one mentoring with a professional mentor coach
- Practicum

Practicum Overview:

The Practicum takes all you have learned in Courses 1 and 2 and the Mentor Coaching Course to the next level. Multiple opportunities to practice transformative PCC Marker Coaching are provided, as well as feedback from fully accredited ICF Certified Life Coaches to you prepare for the ICF required certification exams.

Component Four: BALM[®] Family Recovery Coaching and Business Development

(Pre-requisites: Components one, two and three)

With foundational work complete, you are now ready to dive head-first into the advanced coaching required to work powerfully with families. For many trainees, this is why they came to the BALM[®] Program: to learn how to help families move from chaos to calm and to learn how to build a sustainable business to make it happen.

The BALM[®] Life Coaching and BALM[®] Family Recovery Coaching Paradigms

Life Coaching

The International Coach Federation adheres to a form of coaching that honors the client as the expert in his/her life and work, believes that every client is creative, resourceful, and whole. Standing on this foundation, the coach's responsibility is to:

- Discover, clarify, and align with what the client wants to achieve
- Encourage client self-discovery
- Elicit client-generated solutions and strategies
- Hold the client responsible and accountable

BALM[®] Family Recovery Life Coaching (BFRLC)

All of the responsibilities listed above, plus:

Be Loving. Model the loving kindness with boundaries that the client will need in order to be there powerfully for their struggling loved one

Encourage the client to explore BALM[®] recovery ways of being, thinking, speaking, acting

Provide a structure to your coaching conversations that will be a safe jumping off point for the client as they prepare to change and grow

Encourage teamwork within and around the family while also encouraging a solo client to lean into the Power of One when they are the only change agent available in their struggling loved one's life

Always keep your dual role of helping family members get their lives back while helping them give their struggling loved one the best chance to progress toward recovery as well.

Course Three: BALM® Family Recovery Life Coaching

This course is designed to advance your growing personal and professional coaching and BALM® skill set to enable you to apply coaching to meet the needs of family members impacted by their own or a loved one's addictive disorder or recovery

This includes:

- Specialized coaching templates to help you reach families wherever they are
- The BALM® Holistic Model of Family Recovery Development
- Recorded coaching demos
- Checklists for identifying families at different levels of their recovery development
- Case Studies
- 24 hours of live online classes
- The BALM®'s unique approach to family growth
- 7 Steps to BALM® facilitation skills for one-on-one settings
- 24 hours of reciprocal coaching with a student in your class

Final Course in the Program: Prosperous Business Development

Business Development Course Overview

The mission of the BALM® Institute is to train coaches to be fully equipped to help families blaze the trail to recovery in the home. To make this happen, those coaches must:

1. Know how to coach
2. Know how to attract families to coaching
3. Know how to enroll those families in coaching and the BALM®

By the time you get to the Business Development part of the course, you have been taught and have practiced powerful coaching skills designed to help you coach family members to do two things:

1. Get their lives back
2. Help their loved ones choose recovery

This model is designed to teach you how to build your practice and your business in a way that is in tune with your values and your goals.

Coursework for Prosperous Business Development:

This course is designed to get you started on your journey to building a sustainable family recovery life coaching business. Because our intention is to help you serve others as you do so, we provide you with a variety of approaches to help you build a robust client base while exploring options for multiple income streams.

This includes:

- 16 hours of live online instruction
- Creative approaches to networking and marketing
- Ways to utilize the BALM® Program to build multiple income streams
- Approaches to building your client base
- Relationship Marketing
- Learning about funnels and signature programs
- Niche marketing
- The difference between building a coaching practice and a coaching business
- Business Start Up Planning Checklist

Appendix 1- Tools

Clear/Unclear Chart

This tool is designed to help you get out of a confused state of mind and into clarity. Here is how it works:

1. Write the problem you are facing.
2. In the Clear column, list everything you know for sure about this problem. Once you have stated everything you know (all the facts, things and ideas you are absolutely sure of)...
3. In the unclear column and write down everything you are unclear about the situation. (whatever you are unsure of, whatever questions you have, whatever you think might be true, but you don't know it is true for a fact).

A lot of times, when people use this tool, they find themselves feeling much clearer about the challenge or at the very least, they know what they still need to find out and can then get to work exploring those things.

(Use as much space as you need, let the rows expand as far as you need them to,) and add as many rows as you need.

Clear	Unclear

For more information see: <https://www.youtube.com/watch?v=eNmcGRp5CVU&feature=youtu.be>

An Introduction to the Six Stages of Change Model

Have you ever tried to break a habit? It's not easy is it?

Perhaps you have counted on the 21-day idea to get you through – Which is, if you practice a new behavior for 21 days, you will have momentum that will allow you to more easily move forward to breaking the habit for good. I like that idea and have used it to get me over the hump of difficult changes I am seeking.

But there is more to the picture. The 21 days start once you have taken action on the change you wish to make, and those 21 days typically last up to 6 months. But, what about the days leading up to the very first day you stop an old habit or start a new one?

According to researcher James Prochaska, PhD, those pre-days are just as important, if not more so than the first 21 of the action steps. Prochaska's research on how people change habitual behaviors has resulted in The Stages of Change Model, which is taught in universities and to patients in substance abuse treatment centers and health centers all over the world.

If you want to change a behavior in your life, and according to Prochaska, each one of us is in the process of changing 3-4 things in our lives at any given time, you will want to become familiar with this model as its stages and how you go through them could determine the difference between your success or failure this time around. Most changes take 3-4 spins through the stages to take hold, Prochaska says. But, by becoming familiar with the stages, a self-changer can improve their ability to handle each of the stages more effectively and perhaps reduce the number of retreads they will need to succeed.

Prochaska outlines the process in his book *Changing for Good: A Revolutionary Six-Stage Program for Overcoming Bad Habits and Moving Your Life Forward* (Harper Paperback, 2006), and his most recent book, also written by Janice M. Prochaska, PhD, *Changing to Thrive: Using the Stages of Change to Overcome the Top Threats to Your Health and Happiness* (Hazelden, 2016). In case these books aren't on your reading list, here are the stages in a nutshell:

Stage One: Pre-Contemplation – Prochaska also calls this stage “Resistance to Change.” At this stage, you may not even be thinking about whether or not you have a problem. You are just living your life, full throttle, enjoying (or not) and doing what you do. The people around you are most likely aware that something is amiss through little hints like the smoky room due to your chain smoking, the empty fridge due to your binges or the diminishing liquor in the cabinet when there hasn't been a party in months. Or maybe you had an injury a year ago and are still ordering (and somehow getting) your

prescriptions filled, though most people with that exact injury stopped the pills months before. At any rate, you do NOT see a problem, or you are demoralized from knowing the need to change and failed. In Patti Denning's book *Over the Influence: The Harm Reduction Guide for Managing Drugs and Alcohol*, she and her co-authors call this the "Who Me?" stage.

Stage Two: Contemplation – At this stage, which Prochaska nicknames "Change on the Horizon", you have begun to sometimes think you may have a problem. You are looking at your life, sometimes with the help of others who support your wellness or simply cannot stand watching you kill yourself any longer. And when you look, you think it might be time to think about doing something. At this point, you don't know what it is you want to do exactly. Nor do you have a plan or a change date. You are doing just what the name of the stage says: "contemplating". You are still going back and forth between whether or not you have a problem and whether or not you should do anything about it if you do. This stage is very important as it allows the changer to go over all of the pros and cons in their mind.... Without help, this stage can go on for a very long time. With help, from a recovery coach, therapist or supportive friend or family member, the time can be lessened. Prochaska has written his latest book, for people to be able to help themselves, through Stages of Change exercises to quicken the process and also offers advice for those close to the changer as well. Contemplation comes to its conclusion when a decision has been made to change. Denning calls this stage the "yes, but" stage.

Stage 3: Preparation – Prochaska calls the Preparation stage the "Getting Ready" stage and says that most people in this stage plan to make their change within the month. They have set the date and are involved in activities to help them get ready for the big day. This stage is important because without the proper planning, the big day may last only that long. The changer at this point may be thinking about what they will do instead of their habit, how they will avoid triggers, how they will begin and how they will keep going. Whether the changer is a parent who wants to stop yelling at their addicted child, an addict who wants to get clean, one who wants to keep using drugs but stop sharing needles, or someone who wants to start flossing every night, without adequate preparation, the change they are planning probably will not last. There may be a support group to join or a recovery coach or therapist to hire. There may be new activities and friends to find. There may be clean needles or floss to purchase. Thinking about and taking small steps for these are just the tip of the iceberg of what a changer may need to put into place to make their new habit work. Thus, adequate preparation can have a huge impact on the success of their foray into the next step. Denning calls this stage the "uh-oh" stage because plans are becoming real and concrete and the difficulties lying ahead begin to become clearer.

Stage 4: Action – Up until recently, most people just thought of Action as the change. “Why don’t you just change?” “Just do it!” Even now, many people, unfamiliar with the Stages of Change model, don’t realize all that must go into preparing for the actual action to take root and become the person’s new reality. Prochaska calls the Action stage “Time to Move” and indeed it is! At this change, it is time to put all of the preparation into action. There may be some mourning as old friends must be let go of for a time and new types of activities and supports put into place. Depending on the nature of the change, help may be necessary to make this change last. This stage typically lasts for six months as one adjusts to a new way of life. It’s amazing how much has to happen before the action takes place but now the time has come and if all of the thinking and preparing has been done in advance, the action step has a much greater chance of succeeding. Of course, there is still much to do. Here is where the rubber meets the road: taking it all and putting it into practice, one day at a time. It is a time of great excitement and tremendous adjustments – exhilarating and excruciating at the same time. Denning calls this the “Just Do It” stage.

Stage 5: Maintenance – Now that the action is becoming habitual, the challenge is to keep on keeping on. Prochaska calls this stage “Staying there” and for good reason. Ever go on a diet and after a while say to yourself, “I have been so good. I deserve that ice cream!” For some people a diet is all they need, and they can go back to everyday eating. But for those who have worked through stages of change to get to this point, or those who did so without much intention, going back now can spell disaster! This stage, post-action, is the one that will make all the difference. At this point, the changer may have to put new supports into place, get therapy to work on the deeper wounds that need to be healed so they won’t be eaten over or smoked over or whatever the changer’s drug of choice is. Old friends may have been left behind in the action stage. In the maintenance stage, it is crucial to form a new community to avoid the loneliness that could lead the changer back to the old, destructive crowd. At this stage, you are no longer holding off the old habits. Rather, you are building a new life to support a whole new way of living that will keep you alive and healthy and hopefully much happier in the long run than you have been in the past. To make this stage, which can stretch from 2 to 10 years stick, you may have to go through some mud. Some feelings of wishing you could return to the “good old days”, some feelings of “just one” that you ignore and find replacements for. Understanding that just one may take you back to square one is not enough. Putting new supports into place to ensure your way of life is a requirement. You may feel like it’s just not worth it at times, but unless going back to the truly bad old days is an option for you, you will do what it takes to keep your hard-won victories in place. Denning calls this stage “the grind” and it’s a well-earned title. There are legions of stories about people who quit drinking, drugging, or smoking and held these habits at bay for a very long time, only to have a life challenge throw them back over the edge.

Though there is no absolute insurance against life's traumas and their impact, there is nothing like building a new life with powerful scaffolding in place to stave off the effects of the inevitable stresses of life.

Recycling –When the changer gives up on “the grind”, he goes through what Prochaska calls Recycling or “Learning from Relapse”. This event is when a changer, even after great progress, goes back to the behavior they changed earlier. They start drinking or eating or gambling again and their life begins to deteriorate, sometimes slowly, sometimes rather quickly. Relapse may come on the heels of a family tragedy or due to letting go of the supports that have kept the maintenance going. Or it may be the result of not having been ready to make the change in the first place. Whatever caused it, when recycling comes, it puts the changer back to the beginning, but not quite. The work and learning she went through is still in her somewhere. Most recyclers don't give up and are willing to start again. So, this is truly a learning stage. Denning calls this stage “Back to the Drawing Board” and Prochaska says that his research shows that recycling often leads back to contemplation, preparation and action again and that most changer need to go through the cycle 3-4 times before being able to get to the final iteration. If self-change does not work after several tries, it may be time to get help or to try a different path than the one you have tried again.

Stage Six - Termination – Termination occurs when the changer is finished cycling through the Stages of Change on a specific change. The point is, the struggle is over, the person no longer has the problem in their life. It is resolved. Some say this never truly occurs. Others believe it is possible for areas like smoking and sedentary behavior. Prochaska calls this stage “exiting the Stages of Change” and Denning calls it the “I'm over it” stage. While it can take a while to get there, it is the aspiration of many to do so and more research and writing points in the direction of it being possible.

These Stages, taught in treatment centers, are useful for the addict to know about and for the family as well. Anything that leads to empathy for oneself and others can be useful as one works through life's challenges!

6 Stages of Change for Families Chart

The following application from Prochaska's and DiClemente's Transtheoretical Model of behavioral change was created by Beverly Buncher for families.

The Family Member's Stage of Change	What it may look like:	Statements in relation to the loved one:	Statements in relation to self/family:
Precontemplation/ Denial, Demoralization	<ul style="list-style-type: none"> • Complete denial of a problem • Drinking and drugging along with the loved one • Defensive • Anxiety • Anger • Yelling, screaming, begging • Blaming, bargaining • No understanding or identifying with the dis-ease concept • Doesn't see a personal need for recovery 	<ul style="list-style-type: none"> • There's nothing wrong with him. • He'll grow out of it • She just needs to get her act together • That kid is a bad seed • You wouldn't do this if you loved me • I hate him • He is ruining my life • He could stop if he wanted to • What's the big deal? • I will do whatever I can so she doesn't experience the consequences of her behavior 	<ul style="list-style-type: none"> • It's not my problem • I don't see anything wrong with me • I can talk however I want to talk • Why do I need help? • Why should I make changes in my behavior? • If you had this going on, you would be crazy too • I am perfectly entitled to behave like this • Of course, I will help him – he is my child • Enabling? How ridiculous
Contemplation/ Ambivalence	<ul style="list-style-type: none"> • Beginning to see that their loved one may have a problem that is more than willful • Beginning to consider that their behavior could have an impact but not much 'will' to shift into a more helpful direction • Stuck • Still thinks that enabling is their only choice but seeing it may be hurting 	<ul style="list-style-type: none"> • Maybe he does need help • Maybe it is not his fault, but it is his responsibility to fix it • Maybe the treatment center is right • Maybe the judge is right • Maybe the counselor has a good point • Maybe boundaries would help him 	<ul style="list-style-type: none"> • Maybe I could stop enabling • Maybe it's time to get some help for myself • Maybe if I face this I can be of more help • Maybe if I stop enabling he will have to face his situation • Maybe support would work for me • Maybe my enabling could kill him

The Family Member's Stage of Change	What it may look like:	Statements in relation to the loved one:	Statements in relation to self/family:
Preparation/ Planning	<ul style="list-style-type: none"> • Know it is time to get help for loved one and self • Fear of Failure • Hire an interventionist • Set a date within the next 4 weeks or so • Set a date for own help – getting a coach, going to meetings, etc. 	<ul style="list-style-type: none"> • I've gotta find someone to help me help my son • My daughter needs help not enabling. • Could you please help me figure out which treatment center is best? • How can I get him to stay in a recovery residence after treatment? • What would you recommend I say in a BALM® conversation about.....? 	<ul style="list-style-type: none"> • I can see it's time for me to stop enabling. • Starting next week, if Sally asks me for money, I will not be giving it to her. • I am going to find some meetings next Friday. • I am going to start listening to the Daily BALM® in two weeks. • I'll do this to help my loved one – and maybe me
Action/ Working a recovery program	<ul style="list-style-type: none"> • Takes action to get help for loved one • Takes action to get help for self • Begins to live a recovery life • Stops enabling • Works on staying out of denial • Documents, scripts, shares, sets boundaries as needed • Gets a coach • Has a sponsor 	<ul style="list-style-type: none"> • No, Jim, I won't tell the treatment center you don't like your roommate. • I'm learning a lot about how to be loving to you. • No, Sally, I will not get you out of jail • No Sandy, I won't give you money • I am sorry you feel that way, but I am not changing my mind 	<ul style="list-style-type: none"> • I heard the most interesting thing on the Daily BALM® last week. • You should hear lesson 7 on boundary setting • My Al-anon meeting was so great last week • I am realizing how important it is to take care of myself and I've committed to it!
Maintenance/ Sticking with it	<ul style="list-style-type: none"> • Has been in action for at least 6 months to a year • Has formed a recovery community around herself • Has committed to living life in family recovery • Working the 12 steps and/or BALM® steps as a way of life • Now has friends in family recovery • Working with coach on own issues • Documents, scripts, shares, sets boundaries as needed 	<ul style="list-style-type: none"> • Could we find a time to talk? • Treating loved one with love and respect whether using or sober • May have broken off ties if the behavior is too difficult to be a part of • Is enjoying a recovery life style with other family members and friends • Has a way of life that is fun and relaxed even if things aren't better with the loved one 	<ul style="list-style-type: none"> • Is enjoying a recovery life style with other family members and friends • Has a way of life that is fun and relaxed even if things aren't better with the loved one • Attends classes/meetings/ support groups regularly

The Family Member's Stage of Change	What it may look like:	Statements in relation to the loved one:	Statements in relation to self/family:
Recycling/Relapse	<ul style="list-style-type: none"> • Has regular slips that turn into a relapse into enabling, in- denial behavior • Believes the lies • Makes excuses • Angry • May get caught up in another addiction and not be present to what is happening in the family • Screaming • Yelling • Begging • Crying • Coercing • Negotiating • Disappointed • Embarrassed • Guilty 	<ul style="list-style-type: none"> • What's wrong with you? • You're worthless • Just like your father • I can't believe this 	<ul style="list-style-type: none"> • I don't go to meetings anymore. They don't help. • I don't need help. It's not my problem. • I'm miserable. If you had my life you would be too.
Termination/ Complete	<ul style="list-style-type: none"> • The old behaviors are gone. Now loving and present as a way of life 	<ul style="list-style-type: none"> • I hear you • I accept you • I love you • I may not agree with you, but I know you are on your own journey. 	<ul style="list-style-type: none"> • He is doing it his way and I understand that. • I work on changing myself and loving others.

Appendix 2 – Author Bio

Author Bio

Dubbed “The Leading Family Recovery Coach in the Nation”, Beverly Buncher, MA, PCC, CBC, CTPC, BALM® Family Recovery Life Coach and CEO/Owner of Family Recovery Resources, LLC, (FRR), trains future and experienced life coaches who want to work with families through The BALM® Training Institute for Family Recovery Life Coach Training, which is ICF (International Coach Federation) Accredited.

Beverly and her growing cadre of BALM® Coaches help family members of loved ones struggling with Substance Use Disorder turn their chaos to sanity, through the Be A Loving Mirror (BALM®) Method of Family Recovery Life Coaching and Education. In addition to writing many articles and blogs, Bev is the author of the book *BALM®– The Loving Path to Family Recovery* (2018), Peach Elephant Press, and her forthcoming books, *7 Steps to Be A Loving Mirror: A Guide for Families* and *The BALM® Holistic Model of Family Recovery Development*

She is internationally recognized as a Professional Certified Coach (PCC) by the ICF (International Coach Federation), a Certified BALM® Family Recovery Life Coach (CBC) through The BALM® Training Institute, and is also a Certified True Purpose Coach (CTPC) through the True Purpose Institute.

To download a FREE copy of Chapter 1 of Bev’s book, *BALM®– The Loving Path to Family Recovery*, or to order your own copy of click [here](#):

You can schedule an appointment to speak with Bev directly at 888-998-BALM), or contact her through calendly.com/bbuncher, or visit <http://www.balmfamilyrecovery.com>

Appendix 3 - The one-year on-line BALM[®] Family Recovery Education Program.

Background:

The BALM[®] Family Recovery Education Program is focused on helping families learn to help themselves and their struggling loved ones.

Do you know any families who are at their wits' ends over their loved one's drinking or using? We are here to help you help them!

We serve the families of people with Substance Use Disorder (SUD) and other Use Disorders individually or through the treatment professionals working with them and/or their loved ones.

We provide the one-year BALM[®] Family Recovery Program using the Be A Loving Mirror (BALM[®]) Method of Family Recovery. This Powerful Educational Program includes instruction and practice in the Be A Loving Mirror method which increases the family member's inner peace and allows for improved communication that often leads a loved one to choose recovery.

Why Families?

The research shows that when the family gets help, the struggling loved one has a much greater chance of attaining and maintaining recovery. Yet, many families stay in denial and keep enabling, becoming a thorn in the side of their loved one's recovery professionals rather than the true partners and advocates they could be. Family Recovery Resources, LLC, (FRR) whose mission is to help ALL families blaze the trail to recovery in their homes, aims to reverse this trend. We welcome the opportunity to educate families, so they can become true partners in helping the treatment center turn the tide from chaos to recovery in their family. Families who go through our program often find themselves able to get their own lives back, able to contribute consistently to their loved one's recovery, able to powerfully partner with their loved one's treatment providers, thus serving as true advocates of their loved one's recovery. The BALM[®] method teaches families how to engage their loved ones in evidence based brief interventions that can encourage loved ones to enter and commit to recovery more quickly. Long term changed family behavior can also help a loved one avert or shorten slips and relapses.

The BALM[®] 12 Principles hold the key to understanding the BALM[®] Approach to Family Recovery. **It is where families get the information needed to become their loved one's**

BEST chance at recovery. See Component One of this document for a brief summary of each of the 12 Principles which are the basis of the entire Be A Loving Mirror Program.

The Program:

This comprehensive program is delivered through membership to one full year of online access to the BALM® Family community delivered through four components designed to customize your family recovery process:

Component One: Quick Start to Family Recovery:

- Quick Start provides an overview of the entire program, including usage instructions, intro videos, the BALM® 12 Principle lessons, the 7 Steps to Be A Loving Mirror course lessons, and the two workbooks accompany these core BALM® courses.
- For an introduction to the BALM®, listen to the 6 Introductory Webinar, then listen to all 12 principle lessons and the original 7 steps course

Component Two: Information:

- Monthly Newsletter and Weekly Call List sent to your email
- Twice Weekly LIVE - 1 Zoom online interview (experts in addiction/recovery, recovering family members, or recovering individuals) and 1 lesson focused on one of the 12 Principles each week on the Daily BALM® Program (Day and Night times)
- 24/7 access to over 400 hours of recorded lessons and interviews with experts, family members and people in recovery related to each of the 12 Principles
- Nearly 400 handouts
- 1 digital workbook (Fast Track also found in the Quick Start Section)
- Blogs on <https://balmfamilyrecovery.com>

Component Three: Transformation:

- An intimate 8-week 7 Steps to BALM® Course held LIVE on Zoom Video conferencing, empowers family members to achieve inner peace and develop powerful communication skills with their loved ones. (Day and Night Classes) You may take it as many times as you like over the course of the year.
- A buddy to practice the 7 steps with in-between classes
- A digital workbook (also found in Quick Start Section)
- Access Recordings of live classes while you are in the class.

Component Four: Support:

- Twice weekly, LIVE on Zoom online conferencing, coaching/support group (Day and Evening options)
- Weekly Journal Your Way to BALM® Recovery Workshop LIVE on Zoom (also available on recording)
- BALM® Meditation on the 12 Principles – available in Be the Peace OnDemand
- A complimentary coaching session with a BALM® coach if requested
- Tech support
- Weekly Call List with links to join calls
- Weekly Blog with provoking family recovery information