

# Navigating Client Resistance

## The Resistance Archetypes

### The Archetypal Energy of the Victim

When a client has stepped into the Victim Archetype, everyone and everything is against them. They can never move forward because there is always something out of their control that's messing them up or standing in their way. They are powerless to the circumstances in their life. They blame anything outside of themselves for what they're not doing or achieving, And because of the blaming of things outside of themselves, they kind of always have an excuse for not achieving or not taking responsibility for themselves and their actions. There is no choice.

1. Identify the Victim.

Listen for:

- Excessive excuses or blaming others
- No mention of next steps or problem solving
- Sense of powerlessness or no choice. Resignation that situation is never going to change for them
- Catastrophic negativity
- A commitment to Helplessness and Disempowerment

2. LOVE Your Client's Victim.

3. Find a way to Lovingly Create Awareness

- Often, it's helpful to first acknowledge the feeling of difficulty – "I know it can feel really hard when you outreach to potential clients and no one bites at first." Or "You've got a lot on your plate with work and kids"

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- Acknowledging supports clients to be seen, heard and loved; lets client know you're with them. It enforces a sense of safety in the container which also allows them to be brave and stretch for what's next.
- Create Awareness by bringing attention to the catastrophic or extreme thinking:  
"It sounds like you're saying that you'll *never* be able to do it because you don't have enough time. Am I getting that right?" (Law or Adaptation)
- Create awareness of the mismatch between who they are and how they're acting: "I'm curious because what I hear you saying doesn't match up with what I know about you. I hear you saying that no one is ever going to hire you. But I know you as a smart, resourceful, powerful woman that can absolutely get hired. So what is actually going on?"
- Create awareness by exploring the pattern:
  - "I notice that every time you resolve to try a new "X" (whatever X is; marketing technique or yoga pose or whatever it is), on our next session there is always an outside force that is getting in your way. What do you sense is happening for you?" OR
  - "I really hear that situation after situation is stopping you from achieving your goal. What other places in your life has this happened, where it feels out of your power to get things done?"
- Create awareness by directly reflecting a hard truth: "I don't believe you need to be a victim in this situation."
  - Only if container is tight and client is in a place to really appreciate this directness and take it in

Creating Awareness is like a first puncture into the archetype....like bursting the bubble so that you can ask more questions

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## 4. Normalize the Situation and the Resistance

1. I can completely understand why you would be feeling this way because....
2. I know this can sometimes happen when people are moving forward
3. It makes total sense that you are feeling this way because...
4. Validation is SO important. (Back to Creating Awareness; use the example of a young child getting upset but needs permission to be upset or else she gets more pushed into it or creates shame). In order to loosen it up, you need to validate first

## 5. OPTIONAL only if needed: Somatic and Deeper Archetypal Work

## 6. Strategize & Co-create Solutions

- **Antidote to the Archetypal Energy of the Victim:** You are empowered and have agency & choice in your
  1. How can you take more ownership of this situation?
  2. If you were to feel fully empowered here, what would you do differently?
  3. What else could you do here? I hear you tried 3 times and failed and it feels like there are no prospects....but if you really wanted to achieve your goal, would you just stop here and say it didn't work...or would you do something else?
  4. What if you had more power here than you think?
  5. What are some of the choices that you have here?
  6. What would be at risk for you if you were to feel fully empowered?
  7. What if the world was conspiring to support you?
  8. Or you can suggest a solution. Would you be willing to X this week?  
Would you be willing to tweak your copy in this way?

## The Archetypal Energy of The Judge

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- Related to the archetype of Victim. There can be crossover and intersection, but there are some subtle differences (helplessness versus a harshness)
- When client steps into the Archetypal energy of The Judge, they are always harshly judging – either themselves:
  - I suck, I’m not flexible enough.
  - I am a terrible writer
- Or....they are aggressively judging other people. Other people are always doing something wrong:
  - “There is no way I can market my business because all those coaches out there who market are SO sales-y and self-centered ”
  - “I’m absolutely not putting myself on a dating app site – all of the people on those apps are totally desperate.”
- ...or even trickier, the Judge can judge the Coach or practitioner.
  - “I couldn’t do that because you didn’t explain it well enough.”
  - “You didn’t pay enough attention to my needs.”
  - “You were wrong in that suggestion.”
  - Or in the moment: “No, that suggestion is wrong. I won't do it.”

(There should always be open conversation because you might have made a mistake or mis-step that you need to apologize for and repair. This is not a fool-proof indicator, but a good one to know if the judgment on you is legit or not: when it feels like a client’s deep judgment or anger is directed towards you. They may not even say it sometimes...you can FEEL it. Remember, archetypes are ENERGIES!)

## 1. Identify the Archetypal Energy of the Judge

- Excessive criticism of you, self, or others

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- Energy of bitterness of passive aggressiveness
- Client is looking for a way out of goals by making judgments
- Sense that your client feels that you are not good enough or illegitimate
- A demand for Perfectionism in themselves or others; a tendency to fall into negative thought patterns

## 2. LOVE your client's JUDGE

## 3. Find a way to Lovingly Create Awareness

- Sometimes it's helpful first to acknowledge the concern related to the judgment.  
For example:
  - "I know what you mean; I feel icky when I see marketing out there that is uber sales-y"
  - "I get how it can be frustrating when you feel like you're not as flexible as the rest of the team."
- Create Awareness by bringing attention to the extreme thinking:
  - It sounds to me like you're saying all marketing is sales-y. Am I getting that right?
  - It sounds to me like you're saying only really desperate people put themselves on dating apps. Am I getting that right?
- Create Awareness by directly reflecting a hard truth:
  - It sounds to me like you're being really hard on yourself right now. Does that resonate for you? Do you notice that?
  - What do you notice about the tone of your voice right now? Or What do you notice about your energy towards me and this conversation right now?



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- Create Awareness by exploring patterns:
  - I notice that when I make suggestions that really stretch you, sometimes you get critical. Do you know this response from other areas in your life?
  - I notice that whenever we start to strategize a really exciting marketing plan, you get really down on marketing. What do you think that pattern is about?
  - I'm hearing that....or It sounds like...
    - I'm hearing that you feel I didn't notice you enough during our conversation last week. Am I getting that right?
    - I'm hearing that you feel I'm steering you in the wrong direction. Am I getting that right?
    - These Qs provide an entry point into other questions.
    - Have you had that feeling before?
    - That wasn't my intention at all and I'm wondering if you experience this in other places
- Create awareness of the mismatch between what they're judging and what they actually know:
  - "I'm curious because what I hear you saying doesn't match up with what I know about you. I hear you saying that anyone who puts themselves on a dating app is desperate. But I know you mentioned your cousin did it and met the love of his life. So what is actually going on?"

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#### 4. Validate and Normalize

#### 5. OPTIONAL only if needed: Somatic and Deeper Archetypal Work

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## 6. Co-create Next Steps and Forward Movement

**Antidote for the Archetypal Energy of the Judge:** Love, Celebration and Acceptance of Self (and Others); Move client out of Judge and into highest self.

- What does your highest self know about marketing with integrity?
- What would it look like to market without being sales-y?
- If we were to take judgment totally out of the picture for the moment, how would you feel about....(action or suggestion or whatever)
- What would self-compassion look like here?
- When you are critical of others, what feeling or thought is it distracting you from?
- What are you actually frustrated about? (Judge= misplaced frustration or anger)  
What are you actually angry about here?
- What would be at risk for you if you were to suspend judgment here?

## **The Archetypal Energy of the Disconnected One - The Confused One/The Flake/The Procrastinator**

Their fear in moving forward shows up as being confused or lost or ignorant of the process of moving forward. The confused one is someone who is normally quite smart but just not “getting it” or showing up as ditzy or disorganized. Their fear of moving forward is getting in the way of retaining the information they need to move forward. The Flake shows up when someone who is absolutely responsible acts irresponsible. Sometimes client fear can show up through the resistance of simply not showing up. Not showing up for sessions, not bringing themselves fully present to a session or to the task at hand, becoming MIA for weeks at a time, etc. It can sometimes look like – “I was SOOOOOO excited about this project or this move or X....but I’m just not excited about it anymore.” Sometimes it’s a migraine or a headache. When a client has

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stepped into The Confused One, The Flake, The Procrastinator, they are unable to move forward because a part of them has DISCONNECTED from the goal in some way.

1. Identify the Archetypal Energy of the Disconnected One

- Excessive Confusion
- Irresponsibility
- Procrastination
- Disorganization
- Ill Planning
- Loss of Excitement or Passion for a project or goal

2. LOVE your client's Disconnected One

3. Find a way to Lovingly Create Awareness

- Sometimes it's helpful first to acknowledge the difficulty related to the disconnection. For example:
  - "Gosh, it must have been so frustrating to have felt like you know what to do and then get in front of the computer and go totally blank; I've been there"
  - "It's so hard when you're super excited by an idea and then it seems to fall flat."
- Create Awareness by bringing attention to the energy:
  - When we finished our session last week, you were 110% clear on what to do. Almost feels like an energy of confusion overcame you when you got in front of the computer.
  - I know you had said you were going to get a babysitter so that you would have time to X...what happened with that?
  - What would be scary about fully comprehending this situation?



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- What do you think your disorganization is covering up or distracting you from?
- What's the relationship between your procrastination and your fear?
- Create Awareness by exploring patterns:
  - I notice that whenever you get really excited about a stretchy goal, when we have our next session it seems like distractions got in that way. Am I getting that right? (If yes, what do you sense is going on for you internally?)
  - I might be getting this wrong, so let me know – I think that the last 3 times you went to apply for that scholarship, you got a terrible headache. Any coincidence there?
- Create awareness of the mismatch between how they are acting and who you know them to be: "I'm curious because I know you to be super responsible and responsive. So what is actually going on?"
- 4. Validate and Normalize (normalizing can be worked into the acknowledging)
- 5. OPTIONAL only if needed: Somatic and Deeper Archetypal Work
- 6. Co-create Next Steps and Forward Movement

**Antidote for the Archetypal Energy of the Disconnected One:** Being able to stay PRESENT even when there is discomfort

1. Let's reconnect to your vision – what really excites you about your goal?
2. What would it look like to stretch beyond your comfort level here?
3. What would be at risk for you if you were to show up fully present for this goal?

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4. What would full presence for your action steps look like between now and our next session? How can you put that full presence into place?
5. How can we break things down to smaller baby steps?
6. When exactly will you write the first draft of the newsletter article? What do you want to make sure you do BEFORE hand so you can feel free to move forward?
7. What would you like to remind yourself about taking action when you find yourself procrastinating?

## The Archetypal Energy of the Needy One

When a client steps into the Archetypal energy of The Needy One - This person is normally completely self-sufficient, but when in fear, feel they can't do anything on their own and they constantly need you. They constantly ask for more feedback and time from you. They want you to hold their hand for every little thing. They may show up with an excessive need for validation or a lack of self-trust.

- Find a way to Lovingly Create Awareness:
  - First, acknowledge that you are there for your client (this is important or else the Needy archetype might get triggered even more)
    - I love that you ask for support when you need it
    - It's always a privilege to help you
    - In the moments where you really need extra hand holding, I always love to show up for you in that way
    - I am always here for you
  - Create awareness of the mismatch between how they are acting and who you know them to be:

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- I know you to be such a self-sufficient person, and someone who can absolutely respond to that email from your client without extra help. What do you sense is at play for you?
- Create Awareness by exploring patterns:
  - I notice that whenever you get nervous about putting your curriculum together, you stop trusting yourself and your ideas. Am I getting that right? (If yes, what do you sense is going on for you internally?)
  - Where else in your life do you sometimes step out of your self-trust?
- Create Awareness by directly reflecting a hard truth:
  - We both know that you are totally capable of answering those questions without my help, even if it doesn't feel like it. I'm happy to help, and, I also want you to feel like you've got this. What would it look and feel like to do it on your own and THEN check in with me?
- Co-create Next Steps and Forward Movement

**Antidote for the archetypal energy of the Needy One:** You are supported AND self-sufficient all at once

1. I trust you to take this step on your own. What would it take for you to trust yourself?
2. What does being self-sufficient mean to you?
3. Our relationship is an opportunity for you to find the sweet spot between being supported while also standing on your own two feet. What would that look like for you?