

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching



Full Episode Transcript

With Your Host

Lindsay Dotzlaf

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

Lindsay: Hey, this is Lindsay Dotzlaf, and you are listening to *Mastering Coaching Skills* episode 268.

To really compete in the coaching industry, you have to be great at coaching. That's why every week, I will be answering your questions, sharing my stories, and offering tips and advice so you can be the best at what you do. Let's get to work.

Coach, I have such a treat for you today. I cannot even wait for you to hear this episode. I am having a conversation with my epic client, Zadra Rose Ibañez, and she delivers. I knew I wanted to have her on to talk about a couple of things that we have talked about in our coaching because she comes up with some incredible concepts and ideas and I wanted her to share them.

But honestly, I just recorded this episode with her and I am blown away by all of the things, and I hope you will be too. So, with no further ado, let's just dive right in. I can't wait for you to hear all the amazing things that she has to share.

Hello. Thank you so much for being here. I'm so excited to have you. Before we get started, how about you just introduce yourself? Tell everybody who you are and what you do.

Zadra: Okay, thank you. I am so glad to be here. Thank you for the invite. My name is Zadra Rose Ibañez. I am a certified life coach and speaker and I coach sustainability professionals and non-profit leaders.

Lindsay: I, okay, before we even get started, I have to tell you two things. One, I love your niche. Two, I'm obsessed with your name. I almost told you this before we started recording, but I was like, no, I'm going to save it because it's just so sexy. It's like, I read it in the community the other day and I was like, that is a great name.

Zadra: Thank you.

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

Lindsay: Do you love it or did you have like things about it growing up or how do you feel about your name?

Zadra: All of that. Good call. I love it now. I adore it. When I was growing up, I hated it because everybody had like, you know, all the Stephanies and the Susans had all of their pencils and their things with their names on it and of course, there was never a Zadra. But now I like it. Now I identify with it and I love that it's original and unique.

Lindsay: It is. It's so beautiful. So, I just wanted to tell you that. And I sometimes could have a pencil or whatever with my name on it, but it was usually spelled wrong with an E, so you know, I don't really relate, but I do feel your pain in that like, you know, ten-year-old girl that's like, I just want the all the things with my name and they didn't always have them. So, I got you. Okay, on a more serious note, thank you for being here. I can't wait to have this conversation. I want to dig in a little bit first, let's start with, why are you a coach? What are you doing here? How did you become a coach?

Zadra: You know, it's funny, I kind of have been a coach my whole life but didn't know, like most of us, right? And when I think about, I guess it started with my love of personal development, positivity, FranklinCovey, time management seminars and things like that. When I look back, I remember that in college, you know, I was in speech class and the speech I gave was on the power of positive thinking. So it's really been in my ether, like in who I am, like, my whole life.

But in my corporate life, I was a director of operations and so I oversaw a lot of team members and they would come to me, you know, asking logistics about their work, but always underneath it was some emotional or mental or some limit. And I would always hold space and help them through that and over time, I got to realize that that's actually the part that I liked the best. So when I was ready to transition to something new and spread my wings in a different area, it made sense that I would move into coaching.

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

Lindsay: I love it. I agree. Like every interaction I have with you, I'm like, oh, she's just a coach. Like there's just a feeling I get about some people that I'm just like, yes, you were just born to be a coach. I think also you can learn it, but there are people I interact with that I'm like, yeah, they're just, like in the chat, in the, in groups of mine you've been in and whatever, you're just so curious. I appreciate it so much. It's amazing. And I relate to that, so thank you for that. I also want to know how you, like why coaching, why is this your niche? Like why do you coach the people that you coach? Because I think it's really an interesting niche.

Zadra: As I said, I worked in non-profit for decades and came to recognize the challenges and foibles and excitements and dreams and things that got in people's way to maximize their impact. And while I was working in non-profit, I also developed a passion for sustainability and in my, in my aspect, it's mostly green building, but I do work with sustainability of all, you know, energy and food security and waste management and all of that.

But that was a passion for me and so I was dovetailing the two, non-profit and sustainability in my daily life before I became a coach. So when I moved into coaching, it just made sense that I would continue serving the people I was the most familiar with because now I also am familiar with their challenges.

Lindsay: I love that you found the path, how you connected the things. Has it been easy? Has it been like figured out one tiny piece at a time? Like what has the journey been like? And did you say how long you've been coaching? I don't remember.

Zadra: I've been coaching about two years formally. My whole life informally.

Lindsay: Right, right. That's the answer I remembered. I just didn't remember if you said like when you officially decided I'm a coach.

Zadra: Yeah, about two, two years. Has the journey been easy? Coaching people has been really easy. Finding out exactly how to let people know

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

what I can help them with has not, you know, that's something that required work and attention. And then something else, there's another aspect to what I help with which is like permission and giving yourself space and grace and some of that requires tapping into like not so logical, strategic, goal-oriented, productivity kind of things, right?

So an example is I love tarot cards and I'm a projector in human design and I really like zodiac and all of that like it would be bucketed as woo. And so where I really have been learning is how to integrate the woo and the science, putting it all together and still helping these, helping my clients who I would think of as professional and scientific and excel loving, right? And it's learning how to navigate that integration has been a joy and a journey and I realized that everybody wants to be whole and get to express all the parts of themselves and so I'm just learning how to do it first.

Lindsay: Oh, I love that so much. I think that makes a lot of sense, I think, why you're in my world because I relate to everything you just said. And although I don't necessarily consider myself woo, and I think a lot of my clients probably wouldn't either, as in like on, in coaching sessions, I'm not teaching woo or leading with it, I do think there's a certain piece of my understanding of just how we operate as humans that if I, that like people would, if I talked about it, people would be like, oh, that's more woo than I thought you were, than I expected you to be.

And I, I'm just coming into that kind of recently because I think I'm noticing like, oh, this isn't normal. Most people don't think these things, which is fascinating to me. Did you, like have you had that experience at all over the years over like all the exploration of the things?

Zadra: I actually am more surprised when someone who I think is buttoned up and formal and doesn't have space for that will tell me, oh, I love crystals, or oh, I use essential oils, or you know, I went on a pilgrimage.

And so I guess the reason I say that is it's all that judging books by their covers and having an expectation and I think there's a lot more room for

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

esoteric in people's lives than we let them have. Like, you know, that we judge them to have.

So, like everything, just having a conversation and finding out, you know, you'll find out new things about people that you wouldn't have expected. And so that's been my experience is that people that I had absolutely zero inclination that they would be interested in, I mean, it's the same, right, with seeing if they're interested in being coached, right?

Lindsay: Totally. Yes.

Zadra: So, yeah.

Lindsay: Yeah, I think some people would even consider mindset woo, right, like mindset coaching or just thinking about your mindset. Some people would be like, that's weird. Why would you do that? That's, that's like out there or whatever. I think that our brains just love to put things into buckets, right? So we just love to be like super clear. What are you? What category can I put you in?

And honestly, it's one of my favorite things about my business. I think is that I've built it in a way that I have so many clients across the board, clients that are just really focused mostly on mindset, but also so many clients who include so many other things in their coaching that would, might be considered more woo and I love that. For me, it makes it way more fun.

Do you have a, like when you say woo, what does that mean to you specifically? Do you have in your actual coaching, do you have practices that you use? Do you have certain tools that you use? Like what does that look like?

Zadra: I love this question. For me, the, so because of the way I coach, I ask a lot of questions and I, I will say I challenge people on what they tell me, right? I'll be like, do you really, is that, I won't say it this way, but I'm like, is that true?

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

Lindsay: Yeah.

Zadra: And so why that matters is because I let them tell me what their level of woo is, what they think is woo, what quote unquote woo practices they're practicing. So, the concept of self-care, some people think is woo. And depending on how you define it, it can be.

Lindsay: Totally.

Zadra: For me, it's really just checking in with yourself, putting yourself first, making sure that you're not leaving yourself behind. It's not like the, are my nails painted and is my hair coiffed? It's more like how am I feeling? Did I check in? Am I allowing myself to like go for a walk or eat well or drink enough water, right? So but...

Lindsay: Sometimes for me, it's literally like, am I taking deep breaths today? Like is that a thing that's happening this day?

Zadra: Yeah, like, am I breathing? My jaw clenched, right?

Lindsay: Yes.

Zadra: So why I say that, because that could be considered woo for some of my clients. And then for other clients, I have people who, you know, do tarot readings or will do an oracle or kind of chart their progress with the moon. I don't have a whole lot of clients that that's their practice, but I do have some. What I mostly have are people who, they want to dabble, they want to lean on something outside of themselves just as a guide or for fun or for release, while they're creating their day-to-day life. And so giving them permission to do that, I will invite them, well, have you pulled it?

I keep saying tarot because it's like an obvious symbol, but it's not always that. It's like, have you gone inside yourself? Have you asked yourself? Have you trusted yourself? What's in your body? What do you feel? You know, somatic practices and things like that. So, I don't know, that was a very long answer to a very short question, but I think it takes shape with

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

whatever the person coming to me with is experienced, comfortable and embracing.

Lindsay: I actually love that answer. I certainly don't think it's too long. I think it was amazing because you've been in my spaces for a while. You've been in The Coach Lab and I just think, I mean, I'm sure you've heard me say this. You probably know this about me. But I do think excellent coaches do exactly what you just said. They evaluate what does this particular client need instead of like what do I just include with every single client.

And they take that into account and they adapt, whether or not they do any of the things you just mentioned in their coaching maybe, you know, it's more just going with the flow of like, do they want to focus a little more on strategy and we need to like ease into more of the mindset stuff? Do they want to focus only on mindset?

We have to like really kind of say like, okay, but let's move, like let's do something, right? And I think that adjustment, like I just want to, I want to make sure that everybody listening hears that was a long answer because it is like the best answer, that you're just adjusting for anything that your client needs and I think that's amazing. Have you found yourself like confused when you're doing that with your clients or is it always just kind of clear like here's the path we're going?

Zadra: It's always clear for me. One of the things in my coaching that I've learned how to do or I'm currently consistently, probably always will be learning how to do is to not have an expectation of what the answer is going to be.

Lindsay: And sometimes that's tricky, right?

Zadra: It is.

Lindsay: Like I know we talk about this as coaches all the time, but even for me, right now, still, that's like, it's tricky because our brains, we're human, our brains are brains. They're like, yes, let's get to the end of this puzzle.

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

Like I have it solved, let's go. And I love that you say that. What do you do, maybe, when that happens in your sessions? Like when you feel that happening, when you're like, oh, I know the answer. What do you do?

Zadra: I actually have sticky notes on my computer. I do most of my coaching via Zoom. So I have sticky notes.

Lindsay: Okay, hold on, pause. I thought you were going to say I do most of my coaching via sticky notes.

Zadra: You know, that would be fun.

Lindsay: Perfect.

Zadra: I haven't figured out how to do that yet though. I do it via Zoom, but on my laptop, I have some sticky notes and, to remind me gently and so one of them is I don't have the answers. I like that because it means I don't have to have the answers.

Lindsay: Totally.

Zadra: So sometimes I get flustered when I feel like I need to solve something. I'm like, wait, step back, you don't have to. And so the same when I'm expecting an answer and they're not giving me the answer and I start to feel emotional like, something's gone wrong here because they're not giving me the answer that I thought they were going to give me and I just look down at my sticky and I'm like, oh wait, I don't actually know the answer, so it just takes that away, you know, and then I can actually hold space for them again and get curious.

Lindsay: That's so great. I, if anybody takes just one thing away from this podcast, just like hear that and let it sink in. Make your own sticky note if you need to. Okay, we're going to pivot just a teeniest bit, but you have been in, I actually don't remember.

Zadra: Coach Project.

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

Lindsay: Okay. I'm going to let you tell the story because I don't remember all of the details, but I asked you to be on here. We're going to talk a little bit about the new membership. You joined the new membership. So I have some questions about that. That's one of the reasons you're here, but when I was thinking what are the things I want to talk to you about, I, like this is just something that instantly popped into my mind because I thought it was so powerful. And it's the concept of just being a 10k coach. But I want you, do you remember how it came about specifically because I can't tell the whole story?

Zadra: I absolutely do. I remember who was on the call. I remember seeing the faces of the fellow community members when this revelation happened, the epiphany. It came about because I was struggling with pricing, as we all do, and I was vacillating between two price points. And you asked a question, I think, what was the difference between one price point or another price point? So, at the time, I was thinking of offering six thousand dollars for a year or three thousand dollars for six months. And I wasn't sure which one I would be most comfortable selling.

And I don't remember how it came out, but a question was asked and then I said, no, I'd rather be selling for ten thousand dollars. And you asked, well, what would be the difference between selling at ten thousand or selling at three thousand? And in that moment, it crystallized for me. I said, well, I wouldn't have time to be asking these questions to be playing, you know, these games because I had a whole bunch of, oh, I got to create this and I got to make that and then I got to go here and I don't know what I'm going to show up in my workshop as.

And you know, I just had a lot of like nebulous ideas floating around and then when you said what's the difference between selling at ten thousand or three thousand, it was like, well, if I'm selling at ten thousand dollars, I don't have time for this. I got things to do. Nobody has time for this. We got to just go make decisions and move.

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

And it was more about the value that I thought I was bringing. And so then, then it came back and this is the part that I think kind of changed me. It doesn't matter whether I charge 10k or 3k or 6k. It's whatever I charge, I show up as that 10k coach. I show up as somebody who charges 10k for a year or what have you.

And I use that as a shorthand for myself in all the decisions I make now, regardless of whether it's a workshop or a podcast episode or I'm giving a presentation or I'm signing a new client. It's, what would the 10k coach show up as and what would she bring and what would she deliver and how would she be in this conversation? I use it all the time.

Lindsay: Okay, I changed my mind. The one thing you should take away from this episode is this because, not that you have to charge 10k, ever. Zadra and I do not care how much you charge because that's not what it is about. It's more of the, what I'm hearing, I think. It's more of the, the self-concept of if I were to charge this, and if you're listening and you're like, I mean, I could never, or, or you're like, oh, I already charge that or charge more than that, then find the number that feels like a challenge, right? Would you agree with that?

Zadra: Absolutely.

Lindsay: It's not about the 10k, it's whatever number feels like, ooh, that would be, that would be a stretch, but I can imagine it. Like it's not so far that you're like, that's insane, I would never, whatever. But the, the number that just feels like a stretch, that's just going to have you questioning like, what would a 10k or fill in your number, coach do right now, or what would they be believing right now? What do you think was the biggest shift for you since, and maybe I should just add too, I specifically remember the, it felt like a mic drop moment on that call.

Like everyone was just quiet. I think I didn't say anything for a second because I wanted it to just like sink into you because you came to that realization, like you were kind of talking through it out loud, and I do

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

remember you coming to it kind of on your own and then everyone was like, oh. Like it was one of those special moments on a group coaching call where I could just feel like the entire room felt it. Did you feel that in the moment?

Zadra: Absolutely. And it actually became a shorthand for the group where we would say, you know, when we're talking about who we want to be, it would be like, well, that's the energy of the 10k coach.

Lindsay: Yes.

Zadra: Whether we're charging 10k or 2k or a hundred dollars or free, it doesn't matter.

Lindsay: Right. It's like that identity.

Zadra: Right. Right.

Lindsay: Nothing to do with the number. Yeah.

Zadra: I want to clarify though, before we move on from, I do agree that it was a mic drop moment, but it wasn't about how much I charge or the identity I had as the person who charged that. It was about the value that I was going to bring to my client at that. So that I brought that value to my client regardless of how much I charged. Like I always bring that value.

Lindsay: Yeah.

Zadra: That's the part because when we talk about identity work, you know, me believing that I'm someone who can charge ten thousand dollars is an identity, right? Me thinking I'm allowed to charge that much, that's self-concept work. But this mic drop moment wasn't about what I thought I could charge. It was about what I brought to my client.

Lindsay: Do you think they're connected? Because to me, in my mind, and I am open to being wrong or like you having a different opinion, in my mind,

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

I'm like my identity or my self-concept around who I am as a coach is going to be connected to how I show up and like the value I deliver for my clients.

Zadra: I think there's a part of us that believes we are allowed to receive.

Lindsay: Yeah.

Zadra: And that's actually something one of my coaches, Tiffany Peterson, has taught me. I allow myself to receive, right? That's a mantra. Okay? Versus...

Lindsay: I see how that is definitely different than what we're saying. Yes.

Zadra: Yeah. Versus I'm going to show up and give you everything I have inside of me. Not hold back, not be limited by the story of I don't know what I'm doing or I don't know what to teach you or what if you don't like this message or what if it doesn't resonate, right? I'm going to show up and I'm going to give you 10k worth of value and you're going to get it. Or you're not, but it's not, I'm going to show up the same.

Lindsay: Yes.

Zadra: That's, those two things are different to me.

Lindsay: Yes. I see exactly what you're saying. I think just because of work that some work I had to do when I was like in the beginning of my business, for me, it was more like, oh, because I remember doing a similar thing where I didn't raise my prices, but I was like, if I did, how would I show up differently? And for me, it wasn't about the receiving. It was more about things like, I wouldn't be late. I would have plenty of time and space around the coaching session to protect it.

I would be so present. I would have no distractions. Like what would it take in my kind of physical life to ensure that that was a thing. Not that I was perfect, not that I'm perfect now, you witnessed just today like me being a little frantic about this. But I think for me, that's kind of like what I was thinking when I said self-concept, not so much the receiving, but the actual

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

delivering. Like how do I show up and protect this time because someone's paying 10k or however much they're paying. Does that resonate or do you feel like that's still different than what you're saying?

Zadra: It does resonate. I wish that I could just like put the emotional moment of that realization in every listener right now because that's what it really was.

Lindsay: I think this is such a good conversation because I think everyone will resonate probably with all the different ways that they could resonate with that, right? Like there, I think there are just different variations of it. So if it is different, I want you definitely to say it because it's important that they hear your version and don't let me just say like, oh for me it was this.

Zadra: Yeah, I think there's a level of confidence and power in being grounded and sourced that you show up to a workshop or a coaching call or a networking and being the 10k coach has an energy of assurity and certainty and commitment that, you know, in this shorthand, that 10k coach, that the other identities that I was having, the 3k or the 6k or the vacillating or the questioning or whatever, that person doesn't have that energy when she shows up. Right? So that was what was different. That is what is different. Like even now when I go to give talks, I step into that energy.

Lindsay: I love that. What does that look like for you? Like do you have like a specific process? And is this like a talk on a stage, like you're walking onto a stage, or is it some online or like how are you doing it?

Zadra: Both.

Lindsay: Okay.

Zadra: It's actually all whatever I'm doing now.

Lindsay: I love it. Yeah, so good.

Zadra: Even before this call, right?

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

Lindsay: So good.

Zadra: What is my process? I really think about that version of me, my future favorite version, right, of myself and who is she and how does she act and what does she feel like? What does that feel like in my body? Who do I want to be? What do I want to give? How do I want to help? And then I show up.

Lindsay: I think before we actually move on to the next thing, we should give the listener like a, some sort of like challenge to step into their version of this. Do you want to do it or do you want me to?

Zadra: You.

Lindsay: Okay, maybe you can help me. How about that?

Zadra: Well, my 10k coach self would do it, so let me do it.

Lindsay: Yes. Perfect. That's what I was going to say. Well, okay, you at least have to help. But yes, if you want to, go for it.

Zadra: Yeah, if you all don't mind, I just want to do it as like a little exercise. So, you know, the thing, if you're driving, please don't close your eyes, but if you're listening and you're not driving, you can close your eyes for a second.

Just breathe. And then imagine you as your favorite version of yourself, you as your most grounded, powerful, helpful, connected, wise, solid, calm, joyful, valuable version of you. What does she feel? What does he think? How do they want to show up? What have they achieved, accomplished, given, provided? Where are they in themselves? How do they choose to relate with the world?

Okay, so you are that person now in this moment. What does that feel like in your body right now in this moment? You are that. Okay, now open your eyes. And that's who's coming to this party.

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

Lindsay: I mean, that was your 10k self right there for sure. That was incredible. Thank you for that. I was like following along. I'll send you this video because you have to like see yourself doing this. It was so good. I really appreciate that. I love that you were like, actually, I'm going to step up and do it. And it was so much better than what I would have said. It would have been like two sentences. You nailed it. Thank you.

Zadra: Yeah my pleasure.

Lindsay: It feels weird to even move on. I'm like, we just need a moment, I think. Okay, so the other thing I want to ask you about is, so you joined the new membership, The Complete Coach. And I would love to just talk about that for a second. Why did you, what made you decide to do it? Like what was the deciding factor? Or how did you, why were you like, yep, I'm in.

Zadra: Yeah, I've been thinking about this for a bit. There's two answers. So for those of you who study human design, I don't study it per se, but I do understand it. I'm a projector and so one of the ways I make decisions is just I get a feeling, like a right or a wrong or a intuition or a moment or a hit. And when this offer was presented, I got that hit. So I don't always make the like, take the action from that decision, but it's a clue. When I feel that, it's a clue that, oh, this is interesting. Let me tune in. Let me see what's here for me.

And since I had that, I thought, well, let me just duck in and listen. Now, one of the reasons that was possible is because I'm familiar with Lindsay's work and the container and I had done Coach Project and I have been a member of the previous program, The Coach Lab. And so what I knew about you is the way you hold space is very gentle and open. It allows for all different energies and all different modalities and all different kinds of coaches and all different goals, right? It's not one-size-fits-all.

And that, you know, I think we talked before that one of the things I was struggling with in the beginning was learning how to integrate the woo and the science and integrate the sustainability non-profit with the open mind

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

mindset and put it all together and also be allowed to show up as myself everywhere I go, which is what I'm really committed to. And I felt that that was possible in something that you were holding or making available.

Because of that, because of that energy that you have, the community that you gather around you, like the other coaches in the container, also feel very welcoming and hold space and there's no cattiness or judgment. I'm not saying that this is anywhere, but I'm saying it's not here. Like what is here is...

Lindsay: And it is sometimes in other places. Many coaches have seen it. So we can acknowledge that without saying any, I will never call out a place or whatever, but if it's a thing. Every once in a while, and not even in coaching, just in communities, right? Like...

Zadra: Right. Right.

Lindsay: That's a vibe. It's a culture.

Zadra: Yeah. But not in your spaces. And that's what I wanted to be in. It was a space that was open and embracing and supportive, but also challenging where people would ask questions and push back and call you, not call you out per se, but like really challenge the places where you were limiting yourself and I knew that I was going to get that in the community. The thing that pushed it over the edge for me though is The Complete Coach, and I don't know if this is, if people are allowed to know this, but you have pillars in The Complete Coach.

Lindsay: Oh yeah, for sure. I've talked about it. Yep, you're good.

Zadra: Okay. And it really speaks to like the integration of all aspects of yourself as a coach, as a business leader, and as a person, right? And that third aspect of incorporating ourself and our lives into our coaching practice or making space for it, recognizing that it's part of the picture for how you show up and how you're able to coach and how you're able to help your

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

clients or sell or be an entrepreneur or any of that. Like you can't, you can't only focus on one and not the other, right?

It's whole and complete. We have to keep all of us. It's like a tripod, right? Like one leg is not there, then the whole thing falls. So that really spoke to me. It just lined up real well with what I already believe and practice and coach my clients on. So it felt like a perfect fit.

Lindsay: Okay, first, I have chills, so thank you for that. And I couldn't have paid you for a better answer, actually. That was, yeah, you like hit on the things that I'm like, this is what I'm trying to do. So I really appreciate that and we did not talk about this beforehand for everybody listening. So that was really special just for me, so thank you.

And I am so grateful that you, of course, trust me and that you, anytime someone knows me because they've worked with me and they choose to come with and like choose to do whatever I'm doing or, you know, the thing that's right for them that I'm offering, feels always amazing.

And I guess I'm curious like how are you feeling now that you're in it? So for, Well, I should, I guess I should probably say this for everybody listening, at this point, it's been open for about a month for people that were my clients previously. And we just, as we're recording this, we've just launched it to the public. So there have been about fifty people in there for the first month. How have you felt about it so far?

Zadra: Oh I've loved it. One of the things, or I am loving it, but I have loved it. One of the things that I am enjoying about it, and I don't know if this is going to be how it is for everybody moving forward, but in those pillars, there's modules. But the modules are slow drip out, which worked for me because I'm one of those people like, I like to know all the things. I love to learn. And so had every single module been available, I would have probably spent two weeks just watching videos and not doing anything, not taking any action and not reaching out, not implementing.

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

But because they're slow drip, I was forced to like really process what I had learned before moving on to the next thing and it's been really helpful. So I like that. There's community aspect. It's done in circles. So there's the opportunity for your cohort to comment, for you to post, for you to interact, for you to offer coaching if somebody wants it and really show up in that capacity and help each other.

And I enjoy that energy and so far, everybody in the community really is supportive and insightful and vulnerable and honest, but also ambitious and determined and, you know, really willing to speak out what they're trying to create and then show where they're getting stuck or where they're uncomfortable and then allow their cohort to support them to the next level. I just love it. I love that. And it's fun.

Lindsay: I love that.

Zadra: The other thing is, you know, I mentioned the slow drips. I mentioned that the modules are there kind of to self-pace. But there is live coaching too. So I think that having both, being able to learn at my own level but then bring it to like ask questions about, that just rounded out the experience for me.

Lindsay: Yes. All right. I love hearing that. I've been in my head the whole time about like they need all the things immediately right now. But it literally is like, you know, those whatever like old cartoons, like the what, angel and the devil on your shoulders. It's like they need everything right now and then literally a second later I'm like, no, no, it's better for it to be released.

And so it's probably, I'm guessing there's probably not a right answer. I'm sure some people would just love it all to be right there. And I'm loving the energy that I'm noticing of people taking their time and like actually, so every lesson or most lessons have a short call to action, like post this thing in the community or bring this here or do this exercise, just a brief, you know, something.

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

And I'm loving the energy of people, you know, like I can see like, oh, they did this and now they're posting in the community and it just creates more of like a discussion around it instead of just like, okay, I'm going to watch this and then keep going because I have twenty more lessons to get to. And yeah, we'll see. Just I guess for people listening, I don't know exactly what the structure will be in the future. But for now, yeah, I think that's, I love hearing that you're enjoying that because it is, I think it's creating a good energy in the room.

Zadra: And I want to offer this too. You didn't ask.

Lindsay: I love it. I would love to hear it.

Zadra: I think that when people in the group comment or offer to coach each other, the person offering gets stronger, gets more confident, recognizes themselves as a coach more. Right?

Lindsay: Absolutely. I love that. Yeah. And I think one thing I've been very impressed by is just how brave some people are in there posting and saying this, I'm really struggling with this or this is really hard. And I am not a coach who's going to shut that down.

It is not a positivity only space ever because I don't like that type of space so that is definitely not what we're doing because my thought about building a business, a successful business, a coaching practice, whatever you want that to look like, like the faster we can get to like what's stopping you, what's holding you back, what's creating the doubt, you know, the confusion, whatever it is, the faster we can help you solve it and move forward.

So I would always rather there be, you know, a post that's like, here's where I'm really stuck, someone help me and I've just been so impressed by people just being so brave and posting the things and just being fully, at least it feels to me like people are being very open and honest, which is I think like my love language, honestly. So yes, I love that you brought that up because I think it's a win for both sides. Is there anything else you want

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

to say about it before I move on, before I ask you another question or I don't want to leave anything out if there's anything else you wanted to add?

Zadra: I don't think so about The Complete Coach at this time. I will say that you are someone who if it's not a good fit, you would let a person know, right?

Lindsay: Absolutely.

Zadra: You're not somebody like, everybody come in, be in this container right now. You need this, which is true, everybody needs this. But...

Lindsay: I agree. I'm like, no, no, everybody does need it and also, for sure, like, there are absolutely certain reasons that someone wouldn't be a good fit. They don't like me, they don't like my coaching style, they don't like, you know, whatever the content, they want like the answer, the magic formula. I make it very clear that's not me. And I'm very much a, I'm not going to just teach you the one, again, like the magic formula, the one way to do it. I'm going to help you find your way.

It's taken me years to figure out the how to deliver that effectively in a room full of people who are doing things all differently, but I think I feel like I'm pretty close to nailing it. I feel the most confident about this content that I have and this offer than I have in something for a long time. And I think that's normal. I think we just deepen in who we are as coaches as we grow our businesses, but yeah, it just feels so clear to me now to say, like yeah, this is what we're doing and if that's not for you, it's just not for you. That's okay. So I appreciate you saying that. Thank you.

Okay. What else? Is there anything else about you that you want to share? Anything about your journey as a coach? Anything that's been on your mind lately? I do have one more question before we finish up, but I just want to like open it just in case there's anything and if not, it's fine.

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

Zadra: The one unexpected surprise, I don't know why I was surprised. I shouldn't be surprised, but I was surprised and I am every day grateful, surprised, on this journey of being a coach is the kismet people that I meet.

So I have at least dozens of new friends. I feel seen and understood on a really soul deep level, and I get them and I get their coaching practices and I get their business struggles and challenges, and I feel like they get me and we're not necessarily struggling with the same thing, but we can commiserate and support and encourage and uplift. You know, that's my experience in coaching in general.

A lot of those cohorts came from containers that I've been in with you, but just the sheer remarkability of humans and how amazing they are and interesting and you know, there's a lot of negativity in the world. It's easy to find. And it's much more fun to find people to have joy with. And the number of people that I can have joy with that I didn't expect on this journey, I just feel like I want to celebrate that.

Lindsay: I couldn't agree more and I love that so so much. I, I've talked about this, but I think me finding my people on this journey has been one of the most important parts of my business, like one of the most important support pieces in my business and just for me as a human, it just fills me up on so many levels. So I love that you shared that and I just hope everybody that might be listening has that in some form. And if you don't, reach out to one of us because we'll help you.

Zadra: Absolutely.

Lindsay: Yeah. It's just so important, I think. I think the world in general can sometimes be lonely, even though we're surrounded by input all day, every day from every angle if we want it. But entrepreneurship, again, even when you're surrounded by even sometimes clients and all the things, like it just can feel a little lonely. So I think finding your people or finding someone to say, I'm having a hard day or I'm having a great day, celebrate with me, or, you know, whatever it is. It's just really, really important on the journey.

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

Zadra: It's funny that you say that last part because sometimes that's the harder thing to find, somebody that will celebrate with you.

Lindsay: Totally. Or appreciate your celebration. Like that's something I've had to, yeah, that I've had to like really find the people that like, oh, sometimes they'll celebrate to a certain extent, but then some celebrations are like, yeah, I'm not available. I'm no longer available for that. And yeah, that's a thing that happens, I think. So I think it's a, just a good thing to have your people, to find them, to surround yourself by them. So I really love that you shared that because I think that'll be helpful for hopefully everybody listening.

Okay, here is my question that I want to end with. When it comes to coaching, you've, you've heard people say this because I know they say this in my containers all the time in different forms. Some form of like, I'm a coach, I shouldn't still be working on this, or how can I possibly coach on this when I dot dot dot. What's your version of, like what's the thing that you are, not that you are saying that about, but that you are still working on as a coach that just like totally grounds you and makes you human in those moments.

Zadra: There's two. In my physical space, my home office is a disaster, looks like a hurricane blew through, and every day I look at it and I go, a 10k coach wouldn't have a desk like this. And then every day...

Lindsay: Lies. They would. I'll send you a picture of my desk after this. It looks very clean in this background. You can see nothing, but you don't know what's on the other side.

Zadra: Right? It's a mirage.

Lindsay: Yes.

Zadra: No, but then I have grace with myself and I'm like, yeah, she probably would. You know, because I do. So, therefore I do. But that's the

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

thing that every day that theory of, if this then that, and then you have to go, no, if that then this. So I still struggle with that one or it's a practice.

Lindsay: And it's okay to say sometimes you struggle with it probably. Like struggle with it mentally maybe, you're thinking around it.

Zadra: I'm a stickler for words. I think words matter and word matters. Some, some people will call it semantics, but to me it like, it feeds your brain and so whatever you tell your brain, your brain spits out.

And so that's why I'm constantly course correcting my words, just as a practice, just something that I, I enjoy being someone who's choosy but you know that also can sometimes get in the way where sometimes my clients will say, oh, hold on, I have to think about how I want to say this. And they'll say this, they'll say, well, I'm talking to you, so let me think about it. And I'm like, okay, do.

Lindsay: Oh, you have seen me correct people when they do this, right? In The Coach Lab and now in the membership where I'm like, no, no, just say it. Like just say like whatever it is you're thinking, just say it. That's going to allow me to actually help you the best probably versus you trying to edit and filter and coach yourself in real time before you just say the thing aloud.

Zadra: And then this integration piece of being myself in all places that I show up and being okay with or in fact embracing and appreciating who I am in all places. That's a daily practice and I do that, I am practicing it. I will practice it my whole life most likely. And it's a place where I can be like, why am I still? Oh, because I'm human.

Lindsay: Yes. Always.

Zadra: Right? I think that makes it easier for my clients to be human too.

Lindsay: Absolutely. Unfortunately, it's like no matter how much coaching we have, we are always still human. But I totally agree that it does make it

Ep #268: The Power of Being Whole: Zadra Rose Ibañez on Bringing Your Full Self to Coaching

easier for our clients to say the unfiltered things and to show up messy when that's how their life is that day and to you know trust us. So I don't think there's anything wrong with it. But I am so grateful for you. I thank you so much for doing this with me today. If anyone wants to find you and come check out what you're doing in the world, where should they go?

Zadra: The fastest way are IG @ZadraRose or LinkedIn at Zadra Rose Ibañez, I B, like boy, A N E Z, and then I do have a website, ZadraRoseIbanez.com. So they can find me that way too.

Lindsay: I love it. Well, thank you again for doing this. This has been so fun and I think so, so valuable for people listening. So I really appreciate you.

Zadra: Yeah, thank you for the invite. It's been a pleasure.

Lindsay: Of course.

Oh my goodness. Was I wrong? Wasn't she so amazing? I really hope you got so much out of that conversation and I would love to invite you to join the membership, join The Complete Coach, which is now open for the last time this year and then will be closed until 2026. And I can't wait to have you inside. If you want more information, we will put the link in the show notes so that you can come find Zadra and I and all the other incredible coaches who are in there doing this work. We can't wait to have you.

Thanks for listening to this episode of *Mastering Coaching Skills*. If you want to learn more about my work, come visit me at lindsaydotzlafoaching.com. That's Lindsay with an A, D-O-T-Z-L-A-F.com. See you next week.