



Intrinsic Coach™

# Interview

Inside This Intrinsic

Coach™ Interview:

Teresa Taylor-Dusharm,

Director, Advocate Fitness,

a service line of Advocate

Health Care, Chicago, IL



**Teresa Taylor-Dusharm** directs Advocate Fitness and Worksite Wellness, a service line of Advocate Health Care, serving major corporations in Chicago. As Director, Teresa makes sure her entire staff is trained in the Intrinsic Coaching™ methodology, saying, “Intrinsic Coaching™ keeps us on the cutting-edge of effective behavior change.” Teresa adds, “Anyone can understand a conversation that elicits best thinking to reach outcomes that are important to them. It’s simple, yet powerful. Let’s face it --when you get greater outcomes in a shorter amount of time, it’s an awesome fit for the staff!”

**Jodi Sivon, M.Ed.**

Jodi Sivon, M.Ed. in Community Health, BA in Exercise Physiology, CHES, and certified by ACSM, ACE, and through the Cooper Institute, is an Intrinsic Coach™ Mentor for Totally Coached, Inc. and Manager of Health & Wellness for Cuyahoga Community College’s Metropolitan Campus. As Intrinsic Coach™ Mentor, Ms. Sivon trains new coaches in the Intrinsic Coaching™ methodology. As Manager of H&W for Cuyahoga Community College, Ms. Sivon manages the campus H&W Center, designs, promotes, and implements all campus wellness programs, and serves as a resource and coach for healthy lifestyle choices for over 450 full-time employees and 6,000 students.



**Q**

Teresa, would you tell us a little bit about yourself and the organization you work for?

**A**

I have been with Advocate since 1991 – over ten years. We started out focused on fitness and gradually our state of mind moved more towards wellness. Advocate Fitness is a service line within Advocate Health Care, which is one of Chicago’s top ten largest employers. It’s made up of about 30,000 employees including about 4,000 physicians. As the Director of the Advocate Fitness service line, I generally work with Fortune 500 companies and take them from concept to design and management of their on-site fitness facilities – and when I say fitness, it’s fitness being the hub of their wellness program. So, I have been doing that ever since I have been at Advocate. I started out at a single site, which is Lutheran General Hospital, one of Advocate’s Hospitals, and I moved into the corporate position, working with multiple sites.

**Q**

How did you become interested in the Intrinsic Coaching™ methodology?

**A**

I have been doing this for quite a while and, at Advocate, we try to stay on the cutting edge of technology and intellectual areas. Coaching was peaking our interest. A coworker and I researched coaching organizations and she recommended that we go with Totally Coached. I really liked their approach and that’s how we got started. We kind of lucked out!

**Q**

We’re glad you came to Totally Coached, Inc., too. How long have you been a coach?

**A**

My first introduction to Intrinsic Coaching™ was through the 12-week Intrinsic Coach™ Development Series in 2003. After that I went through another 12-week series to take it even further.

**Q** You mentioned that you design on-site fitness facilities for companies. How did you approach that before you integrated coaching and how do you approach it now?

**A** Oh, completely differently! From the way that I even listen to the clients we are working with to the services

We've had presentations where potential clients will give us five minutes to an hour to go in and talk and if I have to select the one thing that I am going to talk about, it's coaching.

**Q** How do you explain Intrinsic Coaching™ to your clients?

**A** It's having a conversation to elicit peoples' best thinking and decision making to reach outcomes that are important to them. We're really looking for that internal motivation and way of accomplishing outcomes. I explain Intrinsic Coaching™ the same to anyone. It seems like anyone, from the executive to your neighbor can understand a conversation to elicit their best thinking to reach outcomes that are important to them. It's simple, yet powerful.

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**Q** What impact has this had on you, both professionally and personally?

**A** Personally, it came at a major turning point in my life. My husband and I were going through a lot of transitions – my husband has his own business, I work full time, and we have three kids, who were 1, 3, and 5. During this time, in Chicago, we had one of the greatest layoffs in the country and my husband was affected by this – the company that was his major account closed their doors with no notice. With him being the breadwinner and the man, it affected him and I observed him go through great emotional turmoil. I saw he was going down an irrational thinking track and it's a good thing I was a coach at that time because, before coaching, I would have gotten mixed up in his thinking and tried to take responsibility for it, to fix it. Because I coach, I knew I could help my husband best by being a good sounding board and by being someone with whom he could find his way. If I had done what so many wives do and what I would have done before coaching – try to make decisions for him and try to convince or push him to think and do differently – I don't know where we'd be today. Instead, what I learned from coaching enabled me to be a much better support for him during a very stressful time in his life and our lives and we got to the other side, together.

Professionally, I think Intrinsic Coaching™ has kept us on the cutting-edge of effective behavior change.

Professionally, I think Intrinsic Coaching™ has kept us on the cutting-edge of effective behavior change. And within Advocate we work in a continuous quality improvement environment, where people are hired not for just a body to fill a job, but for your mind and what kinds of new, creative, and effective things you can bring to the table. Advocate is an awesome company!

**Q** What benefits has Advocate Health seen as a result of Intrinsic Coaching™?

**A** First and foremost, it's another service we can provide to the clients to help them reach their objectives and goals. And it's another revenue source for us. And of course, we benefit by feeling a satisfaction for filling a void in that company while also generating revenue. Let's face it -when you get greater outcomes in a less amount of time, it's an awesome fit for the staff!

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**Q** Well said! Has Intrinsic Coaching™ branched into the other departments of Advocate, too?

**A** I am sure it will. It's starting to. We are getting interest from our call nurses, and of course wellness has already been trained, fitness has been trained. We have several people that are interested. It's just a matter of getting all of this in place.

**Q** Can you imagine all of the departments receiving training in the Intrinsic Coaching™ approach? That would be great!

**A** Yes, it would. That's what I envision, and that's what I am trying to create.

**Q** It's a great vision. I hope it happens for you.

**A** Me, too. To have people understanding and integrating this approach, being able to serve people even better, getting better outcomes, and feeling really good about their jobs – it's a great fit for Advocate and our mission.

**Q** And that goes along with what we say in terms of healthier lives, healthier organizations, and a healthier world.

**A** Absolutely.

**Q** When you are coaching, do you have any favorite questions you like to ask?

**A** I love the simple question, “What do you want?” It blows people away!

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**Q** Now that you know and practice Intrinsic Coaching™, what insights or skills do you have that you'll have forever?

**A** The thing that I love about the training, and when I share this with the clients on an individual level – actually on the organizational-level, too – is just to remind them that we only know a sliver of their life and who they are. And they know themselves best. It's kind of like following Albert Schweitzer's philosophy: That you're your own best resource. That is so powerful to people. And that how come we're giving all this advice and all these programs and plans when they know best what they need? And it's so much more meaningful, then, to get to people the information that they may not have and want. And they want it, versus we think they need it.

I've found that it's really, really hard to let the coachee lead and let him or her have the volume of the conversation. But through coach training, you get better at your questioning so you elicit that. I've learned to turn down the volume of my own thoughts and listen. And I think that's so key to having a productive coaching conversation. Just put that focus on that every conversation, that the person you are supporting should be talking the majority of the time. It's so easy for us to go into what we know or what we think, but they have to enact the change.

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**Q** What do you want for your coachees?

**A** I want them to achieve their goals. And obviously be successful. I had one coachee say, “I just want a happy life.” And she said that jokingly. I said, “Okay, let’s start there.” And she was so amazed. She was like, “Really?” I said, “Absolutely.” That’s a goal right there. So, it was a great conversation.

**Q** I’d say so. And how did she leave the conversation?

**A** She left feeling good. It was a ten-minute conversation and I think she left very pleased that having a happy life is even a possibility and that she could talk about it with me. And it builds toward our next conversation.

**Q** It’s amazing what can happen in ten minutes when you know Intrinsic Coaching™.

**A** Oh, it is! It is totally amazing what you can do in ten minutes with Intrinsic Coaching™.

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**Q** Is there anything I didn’t ask about that you would like to say?

**A** I am so excited to be a part of the whole intrinsic movement! One of the important reasons why I wanted to do wellness coaching is we do associate satisfaction scores within Advocate Health Care. And our service line scores are within the 99th percentile of satisfaction. And I think that’s because of the combination of, for one, I look for people who are passionate about serving in that health and wellness role, and then, to follow, I try to give them as much education as possible for them to feel rewarded about what they’re doing.

**Q** That says a lot right there.

**A** It seems to be working because the average stay for people in our industry is one year, and our people stay, across the board, an average of four or five years, or greater for our managers. It’s a nice combination when you can feel like you get all of the resources you need to do the job well.

Most of the Advocate managers are in the Intrinsic Coach™ Development Series or have taken it. You need to get everybody through Intrinsic Coach™ training because it’s those lines of people that have the greatest impact on the employees we’re working with. So, our goal is to get everybody through it over time.

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**Q** Wow. Everyone an Intrinsic Coach™. It sounds like it’s going to happen.

**A** Yes, I think it is! I appreciate it.

# Who is Totally Coached, Inc.?

Totally Coached, Inc. is a Scottsdale, AZ based company that founded the proprietary and uniquely effective Intrinsic Coaching™ methodology. Reaching internationally, the Intrinsic Coaching™ methodology enables “Thinking better. Together.™” for benefits that extend across the workplace and beyond the organization’s walls to create healthier lives, healthier organizations, and a healthier world.

To be an Intrinsic Coach™ like Teresa Taylor-Dusharm, contact 480-515-5220 or [totallycoached@totallycoached.com](mailto:totallycoached@totallycoached.com).

Make a better life.  
Live a better world.™