



THE COACHING  
INSTITUTE

HOW TO BECOME A MASTER COACH

# 4MAT SPEAKING MODEL

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# 4MAT

## WHAT IF

What did you:  
Learn  
Notice  
Want to Share  
Add Bonus  
Fill in Gaps  
Overview  
Next Level

## WHY

Benefit  
Contrast -/+  
Questions  
Quotes  
Stats  
Story/Example

## HOW

Overview

Step 1 Why it matters  
What/how to do it  
Any questions?  
So Step 1 is ? ... (1 word)

Step 2 Why it matters  
What/how to do it  
Any questions?  
So Step 2 is ? ... (1 word)

Overview/review steps  
Set up demo  
Demo  
Set up exercise  
Exercise

Time - now, stop,  
start, beginning

1. Universal quantifier - all everyone
2. Nominalisation - power, love, passion
3. Future pace x3

## WHAT

Definition  
Debrief  
Dejargon  
History

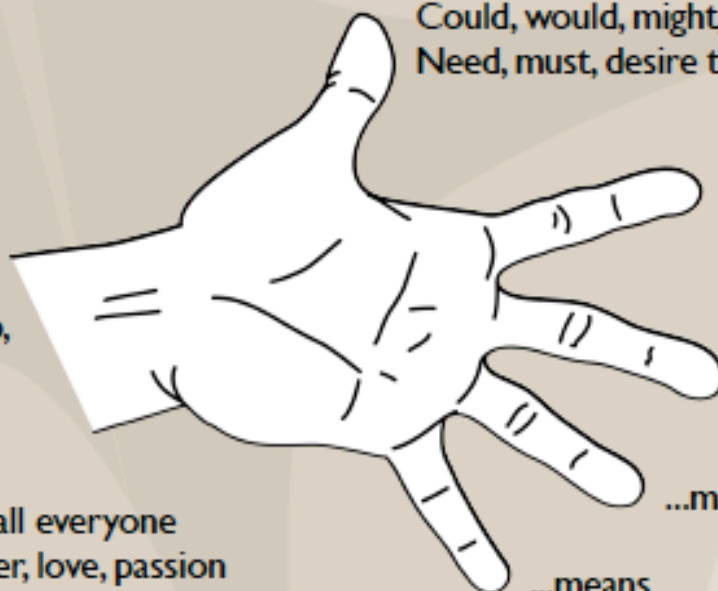
Could, would, might,  
Need, must, desire to

If...then...

...because

...makes

...means





## NOTES



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