SHEMOON™

A FREE GUIDE FOR COACHES

# 5 Ways to Help Your Clients Lead as Themselves

*How to use leadership archetypes in 1:1 coaching, team coaching and workshops, and why clients say yes to it.*

The Shemoon coach training is approved by ICF for **14 Continuing Coach Education units**
7 Core Competencies · 7 Resource Development

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BEFORE YOU START

# Your clients don't need fixing

Many of the leaders we coach already have the skills. What they've lost is a clear sense of how they naturally lead, often because a role, a culture or a feedback form has asked them to be someone else.

The quieter leader is told to be louder. The big-picture thinker is told to be more practical. The kind leader is told to toughen up. Each piece of advice sounds reasonable, and each one pulls the person further from what makes them good.

Leadership archetypes give you and your client a shared language for how they already lead. This guide shows five practical ways to use that language, whether you coach individuals, coach teams or run workshops, and whether you're new to coaching or have years of practice behind you.

## What's in this guide

| | WAY | WHERE YOU USE IT |
|---|---|---|
| 1 | Start the first session from strength | 1:1 |
| 2 | Turn hard feedback into something usable | 1:1 |
| 3 | Coach a step up or a new role | 1:1 |
| 4 | Show a team how it really works together | TEAM |
| 5 | Run a workshop people remember | WORKSHOP |

The examples use Shemoon, a free five-minute leadership assessment that gives each person one of eight archetypes. Keep your own coaching model: GROW, OSKAR or whatever you use. The archetype adds insight; your coaching turns it into action.

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THE MODEL IN ONE PAGE

# Two questions, eight archetypes

Every result answers two questions. Together they place a person in one of four quadrants, and each quadrant holds two archetypes.




| AXIS | THE QUESTION | THE TWO ENDS |
|---|---|---|
| **Drive** | What are you naturally drawn to? | **Vision-led:** what could be. **Ground-led:** what works. |
| **Voice** | How do you naturally lead and communicate? | **Bold:** out loud, early, visibly. **Measured:** considered, quietly, with care. |

No archetype is better than another. Each one is a complete way of leading, with its own strengths and blind spots. Each person gets a primary archetype and a secondary undertone that colours how it shows up.

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WAY 1 OF 5

1:1

# Start the first session from strength

Most first sessions start with the problem. Start with the person instead, and the rest of the engagement gets easier.

## When to use it

- At the start of a new coaching engagement, as part of your onboarding
- In a chemistry call, to show a prospective client what working with you feels like

## Why your client will want it

They arrive having already learned something true about themselves. Being seen before being challenged builds trust quickly, and it makes the harder conversations later in the engagement feel safer.

## How it works in practice

1. Send the **free assessment** with your welcome email, before session one.
2. Open the session with their result: what fits, what doesn't, what surprised them.
3. Only then move to goals, and connect each goal back to how they naturally lead.

> TRY THIS QUESTION
>
> "When you're leading at your best, what does it look like, and how much of your week looks like that now?"

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WAY 2 OF 5

1:1

# Turn hard feedback into something usable

Feedback that lands as "you're not enough" rarely changes anything. Read through an archetype, the same feedback often describes a strength that is over-played or hidden.

## When to use it

- After a performance review, a 360 or a difficult conversation with a manager
- When a client keeps repeating "I should be more…"

## Why your client will want it

The feedback stops feeling like a verdict on who they are. They get a goal they can act on without becoming someone else, which is usually why earlier attempts to change didn't stick.

## How it works in practice

**Example (fictional):** Aoife's review says "needs more executive presence" every year. Her archetype is Strategist: Vision-led and Measured. She sees the shape of a problem early, but shares her thinking only once it's finished. The goal moved from "be more visible" to "let people see my thinking earlier". Her experiment: share a rough version with her director a week before the deadline.

> *"I don't need to be louder. I need to be earlier."*

**TRY THIS QUESTION**

"If this feedback were describing one of your strengths, which one would it be?"

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WAY 3 OF 5

1:1

# Coach a step up or a new role

Promotions and new roles fail less often on skills than on fit. The person keeps leading the way that got them promoted, in a role that now asks for something different.

## When to use it

- A promotion, a first leadership role, or a move to a new organisation
- A career decision: which role, which team, which kind of manager

## Why your client will want it

They get a clear view of which parts of the new role will come naturally and which will drain them, before it shows up in their results. It turns a vague worry into a specific plan.

## How it works in practice

1. Ask the client to list what the new role will ask of them in the first 90 days.
2. Sort each item: natural for their archetype, learnable, or likely to drain them.
3. Agree how they will cover the third column: delegation, a peer, a habit or a boundary.

> **TRY THIS QUESTION**
> "What will this role ask of you that doesn't come naturally, and who around you does it easily?"

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WAY 4 OF 5

TEAM

# Show a team how it really works together

Teams often argue about the work when the real friction is between ways of working. Mapping everyone's archetype makes that friction visible, and easier to talk about.

## When to use it

- New or merged teams, and leadership teams
- Teams with recurring friction, or decisions that keep coming undone

## Why your client will want it

For the team lead or HR buyer, it's a fast, positive way into a hard conversation. Nobody feels singled out, because every archetype has strengths and blind spots, and everyone is on the same map.

## How it works in practice

With Team Octave™, Shemoon's team framework, everyone takes the assessment and you work with the whole team on one page:

- **The map:** where each person sits
- **The shape:** where the team leans
- **Missing notes:** the archetypes nobody holds, and the blind spots that follow
- **Pairs:** who is likely to click, and who may clash

> TRY THIS QUESTION
>
> "Which way of leading is missing from this team, and where does that show up in your week?"

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WAY 5 OF 5

WORKSHOP

# Run a workshop people remember

Archetypes work well with groups. Eight memorable names give a room something to discuss, compare and laugh about, and the language lasts long after the session.

## When to use it

- Leadership programmes and cohorts, and women in leadership events
- Offsites, team days, conference sessions and keynotes

## Why your client will want it

Participants leave with something personal: their own result and a word for how they lead. For the organiser, that means higher engagement and better feedback than a general leadership talk.

## How it works in practice

A Shemoon workshop has three parts:

1. **Discover:** everyone takes the assessment before the session.
2. **Recognise:** people meet others with the same and different archetypes, and compare how they lead.
3. **Apply:** each person takes one real situation and decides how they will lead it, their way.

Our pilot Team Octave™ workshop was rated 4.8 out of 5 by participants.

> TRY THIS QUESTION
> "Find someone with the opposite archetype. What do they find easy that you find hard?"

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SELLING IT IN

# Why clients say yes

Clients and sponsors buy outcomes, not assessments. Here is how it reads from their side.

| WHO | WHAT THEY CARE ABOUT | WHAT THE ARCHETYPE GIVES THEM |
|---|---|---|
| **Individual client** | "Will this help me, and is it worth my time?" | A five-minute assessment, a result they recognise, and a clearer place to start |
| **Team lead** | "Will my team engage, or roll their eyes?" | A positive, memorable session where nobody is labelled as the problem |
| **HR or L&D buyer** | "Is it credible, and will people use it?" | A shared language that sticks, and a framework built for development, not selection |
| **Event organiser** | "Will people talk about it afterwards?" | Every participant leaves with something personal to share |

## Three lines that work in a proposal

- "We start from how you already lead, not from what's missing."
- "It takes five minutes, and gives us a shared language for the rest of our work together."
- "Every archetype has strengths and blind spots. Nobody is the problem."

**A NOTE ON WHAT IT IS NOT**

Shemoon is a self-reflection and leadership development tool. It is not a clinical, psychological or diagnostic instrument, and it is not designed for recruitment or selection decisions.

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YOUR PRACTICE

# Where it fits in your practice

Whether you're designing your first offers or adding to ones you already sell, archetypes fit into the work coaches do every day.

| YOUR OFFER | HOW THE ARCHETYPE FITS | SETTING |
|---|---|---|
| **Coaching package** | Part of onboarding, with a full report and a debrief in session one | 1:1 |
| **Standalone debrief** | An entry offer for new clients: report plus one session | 1:1 |
| **Career or transition coaching** | The 90-day role fit exercise from Way 3 | 1:1 |
| **Team coaching** | A Team Octave™ reading to open the engagement, and a revisit later to show progress | TEAM |
| **Workshops and programmes** | A 60 to 120-minute session, or a thread through a leadership programme | WORKSHOP |

The free assessment shows the archetype. The full Shemoon report adds the depth you work from in session, and licensed coaches deliver it under their own name, with their own clients.

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WHEREVER YOU ARE

# New to coaching, or years in?

The method and materials are the same either way. What they do for your practice depends on where you are.

NEW TO COACHING

## Build your practice on something distinctive

- **Stand out from day one** with a method clients remember, in a market full of newly qualified coaches.
- **Start conversations with new clients:** "Take this five-minute assessment, and we'll talk about your result."
- **Ready-made offers** (a report debrief, a coaching package, a team session), so you don't have to invent your products.
- **Structure for your first sessions,** so you never start from a blank page.

Trained, or training now? Most start as a self-paced Certified Associate. It teaches the Shemoon method, not coaching itself.

EXPERIENCED COACH

## Add depth, teams and CCE units

- **14 ICF CCE units** with Certified Practitioner: over a third of the 40 you need every three years to renew your credential.
- **A strengths-first lens** that works alongside GROW, OSKAR or your own model.
- **Move into team coaching and workshops** with Team Octave™.
- **A fresh, credible offer** for existing clients and HR buyers.

Work mainly 1:1? The self-paced Certified Associate suits you too. Choose Certified Practitioner for teams and CCE units.

EITHER WAY

Your clients get a result they recognise in five minutes, and you get a shared language for the rest of your work together.

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THE SHEMOON LICENCE

# Bring Shemoon into your practice

Ways 1 to 3 are covered by the Certified Associate licence. Ways 4 and 5 need the Certified Practitioner licence. Both are delivered under your own name, with your own clients.

| | CERTIFIED ASSOCIATE | CERTIFIED PRACTITIONER |
|---|---|---|
| **Best for** | Coaches who work mainly 1:1 | Coaches who also run team and group work |
| **Training** | Self-paced: study the eight archetypes in your own time | Two days of live online training |
| **ICF CCE units** | None | 14 units: 7 Core Competencies, 7 Resource Development |
| **Certification** | 27-question exam and a recorded practice reading, with personal feedback from our founder, live or recorded | 27-question exam, a live practice reading and a live practice team session |
| **You receive** | Certificate, digital badge and 3 starter reports | Certificate, digital badge and 5 starter reports |
| **You can deliver** | Individual Shemoon reports and debriefs | Individual reports and debriefs, plus Team Octave™ readings and workshops |
| **Materials** | Client-ready reports, templates and session guides | Everything in Certified Associate, plus the Team Facilitation Guide and debrief script |

ICF CONTINUING COACH EDUCATION

Certified Practitioner training is approved by ICF for **14 CCE units** (7 Core Competencies, 7 Resource Development): over a third of the 40 units you need every three years to renew your ICF credential.

WHEN YOU CAN START

**Certified Associate: any time**, at your own pace.
**Certified Practitioner: spring 2027** cohort, only 10 places, live online on Zoom.

Fees and full details: **getshemoon.com/coach**

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NEXT STEPS

# Where to go from here

1. **Take the assessment yourself.** It's free and takes about five minutes. The best way to understand Shemoon is to see your own result. **getshemoon.com**
2. **Start as a Certified Associate, any time.** Sign up online and get your study guide straight away, then go at your own pace. **getshemoon.com/coach**
3. **Or join the spring 2027 Certified Practitioner cohort.** Only 10 places. Secure yours now, with nothing to pay until we confirm the dates. **getshemoon.com/coach-interest**

## About the founder

**Cynthia Heywood-Beldon** is an ICF-credentialed leadership coach, keynote speaker and experienced workshop facilitator, with more than 15 years in leadership. She built Shemoon from years of coaching leaders, teams and individuals, and from working through most of the well-established psychometric assessments.

QUESTIONS?

Email **hello@getshemoon.com**. We reply within two working days.