

Knowledge Model

As we begin to set the context for coaching, let's talk about the Knowledge Model.

On this chart, we see that in our quest for knowledge we start at the bottom of the chart

DKDK – You Don't Know You Don't Know, this is a quite blissful state and most of us are very willing to just remain right here until some type of AWARENESS happens that helps us to move up the right hand side of the chart to...

KDK – You Know You Don't Know. Once we get to this state in the Knowledge Model, we become anxious looking for a way to move to...

KK – You Know You Know, the desired outcome.

There are some pretty standard ways of getting from Knowing You Don't Know to Knowing You Know. They are: Books, Seminars, College, etc.

These methods usually take time and sometimes large amounts of money. But, there is another path from the bottom to the top of this chart and it is going up the left side.

In this case, we discover that we sometimes DKK – You Don't Know You Know. How could that be?

Well, through life we are constantly adding bits and pieces of knowledge to containers in our brain and these pieces can be disjoint and not really usable knowledge. However, if you put several seemingly disparate pieces together, we sometimes call it gaining new insight.

This is what a Coach does. Through use of the coaching skills you will be introduced to in this on-line course, a coach can help people “connect the dots” and move from You Don't Know You Know to Knowing You Know.

Why would this be important? When knowledge is gained through external sources like books and seminars on the right side of the chart, the retention level only 20-40% at best. It also takes some amount of time investment to do these things.

When knowledge is gained by connecting previously known pieces of information stored internally as shown on the left side of the chart, the retention level is greater, anywhere from 60-80%.

With coaching, these connections are made within the time it takes to have a conversation.

It is actually a pretty powerful combination to start with coaching to determine what training is needed, take that training and then utilize coaching to apply the concepts learned in the training. That way you get the best of both sides.

In summary, you'll want to remember 2 main points from this chart:

One, we use coaching skills to facilitate connecting existing pieces of information for new learning.

And, two, coaching is very effective because of higher retention of that learning with a smaller investment of time.