

**ENHANCING EMOTIONAL STABILITY, SUBCONSCIOUS COMMUNICATION,
BEHAVIORAL CONTROL, AND RELATIONSHIP EFFECTIVENESS IN A
FOUR HOUR WORKSHOP USING
THE BURRIS LIFE COACH SR™ (Subconscious Restructuring) PARADIGM**

by

Ronald E. Clark, Ed.D., MSRC

Sherri L. Clark, MS, MSRC

Kelly Burris, Ph.D. MSRC

November, 2008

Mesa, Arizona

ABSTRACT

Team coaching of THE Burris Life Coach SR™ paradigm to 10 workshop participants over a four hour workshop produced pre/post instrument scores demonstrating that enhanced emotional stability, subconscious communication, behavioral control, and relationship effectiveness were all significantly enhanced in all 10 workshop participants. It was hypothesized that the powerful effects of communicating with and modifying one's subconscious would produce enhanced emotional stability, subconscious communication, behavior control, and relationship effectiveness in workshop participants as indicated through three pre/post instrument scores. The results indicated that all 10 subjects showed improved scores across all three instruments. The majority (324 of 326) of the aggregate instrument items showed improvement, with a research significant improvement from pretest to post test of 19.4%. While earlier Burris Life Coach SR™ paradigm coaching has produced equally or more profound behavioral change, this was usually seen over two or more intensive workshop or coaching clinic days, or individually in Burris Life Coach work with clients over time. It was concluded that coaching the Burris Life Coach SR™ paradigm will result in enhanced emotional stability, subconscious communication, behavioral change and relationship

satisfaction sufficient to effect significant change even in a remarkably short timeframe. It was recommended that additional descriptive design studies from both workshop and Burris individual client Life Coaching be conducted, leading to experimental design studies with rigorous empirical research controls.

INTRODUCTION

Beginning in the late 1930s, reference to “coaching”, or “life coaching” began to appear in the literature of social science and business research papers in America and overseas (Wikipedia, 2008). Following on the paradigms of psychiatry, psychology, social work, psychotherapy, and primarily medical models, “life coaching” began to emerge as a behavioral change agent in England, Australia, and principally within leadership and executive coaching models and settings in the business and corporate culture of modern societies.

It has been speculated that, while the older medical, psychological, psychotherapy-based model was oriented in understanding and healing the past, coaching, or life coaching has concentrated instead on the present and future (Green, Oades, & Grant, 2006; Wikipedia, 2008)). The initial executive coaching model with CEOs and business leaders as targets of behavioral and life change, gave way to the use of the life coaching paradigm in one on one, life coach to client settings (Naughton, n.d.; Williams, n.d.; Williams, 2008).

While the psychiatrist, psychologist, social worker, psychotherapist and mental health clinician was the hero of the previous and present medical-psychological model, the life coach client is the hero of life coaching. The life coach occupies more of a mentoring role, wherein the client is empowered to

“change” not only in the presence of the life coach, but anywhere they happen to be, armed with various life coaching methods and strategies (Williams, 2008; Evers, Brouwers, & Tomic, 2006)).

As many researchers and life coach phenomenon observers indicate, life coaching seems to work, and life coaching is increasing in popularity so as to be considered the “latest thing” on the block these days (Mitten, 2004; Nolan, 2005). In actuality, in spite of its growing popularity and magnetizing draw from the ranks of all professions, there have been relatively few life coaching research studies reported in the literature. Since 2003, when Australian college psychology professors began to conduct experimental design studies, more and more life coach research studies have been reported (University of Wollongong, 2003; Grant, 2003).

Many colleges and universities have created life coaching courses, degrees and academic departments dedicated to the teaching of life coaching, principally because students were asking for this. Recently, scientific journals dedicated to the publishing of life coaching studies and articles have appeared, and international conferences dedicated to life coaching have been held (Spence & Grant, 2007; Coaching, 2008; ICF, 2008; Grant, 2008).

In all of this, life coaching would have appeared on the horizon, then faded from popularity, but for one very important fact: it seems to work as well or better than anything seen previously. Reports of CEO, corporate, group, class, and individual positive behavioral change are flooding in, seemingly from all sectors (Anderson, 2001; Gyllensten & Palmer, 2005). Many different Life Coach groups,

associations, and affiliations come forth when one conducts a meta search of the internet for “life coach” indications.

“Subconscious Restructuring™”, as it has been titled by author and founder Kelly Burris PhD of Henderson, Nevada, has emerged from a diet, exercise and weight loss motivation setting over a span of some 24 years and many revisions Burris, 2008a). Life coaching was in its infancy in the 1980s, and scorned as unscientific, perhaps, by those whose job descriptions were threatened by this emerging phenomenon.

Kelly, coached by business partner Barry Brenner MD, PhD, saw a need to collect empirical data during every Burris Life Coach session, to demonstrate behavioral change and coaching progress. He developed three instruments: (Burris, 2008a), the Emotional Checklist. The Behavior Control Checklist, and the Relationship Satisfaction Scale, and administered them every time he life coached workshops, groups, or individual clients in one-on-one life coaching situations.

From his data collection over many years, Kelly has meticulously monitored the life coaching progress of his clients, and shared that progress openly with them. Following Kelly’s model, over time, THE Burris Life Coach clients begin to self-administer all three instruments, and to take over their individual life coaching themselves. Kelly reports that he routinely becomes a Burris Life Coach client himself about 3-4 times each year, because” it works for him as well”.

The idea for this workshop surfaced as the researchers became Certified

SR™ Coaches (CSRCs) in 2008 (Burris, 2008 a,c,d). They then proceeded to work on the requirements for certification as Master SR™ Coaches, able to certify other life coaches and professionals as CSRCs. This workshop was advertised as a free workshop on “Overcoming Depression”, as the researchers and Kelly Burris jointly see depression as underlying or present in many, if not most, behavioral change scenarios. In their work with eating disorder, PTSD, and many other non-seriously mentally ill clients, the researchers saw the common thread of depression.

In spite of extensive local advertising as a free Burris Life SR™ Workshop on “Overcoming Depression”, only 10 workshop attendees participated. While this is an extremely small sample, as the initial sampling of behavioral change resulting from the coaching of THE Burris Life Coach paradigm over four hours, it is an important first step.

Previously, Kelly Burris and other Certified SR™ Coaches had only sampled the progress and success of their clients over time, whether over two or more workshop days, or over individual SR™ Coaching over several months. To our knowledge, no empirical evidence or data existed to support a hypothesis calling for significant positive behavioral change resulting from being coached through THE Burris Life Coach SR™ paradigm over a four hour interval (Burris, 2008b).

Statement of the Problem

While reports of “successful” life coaching abound in articles and current life coaching literature, relatively few rigorous empirical studies have been

conducted and subsequently reported on. Much of the life coaching success being discussed today is anecdotal and not derived from rigorous scientific study, especially of experimental design. Burris Life Coaching results from many individuals over a period of 24 years indicate beneficial behavioral change and subconscious thought modification over time. However, little or no data exist to support positive Burris Life Coach behavior change and emotional strengthening over a half day workshop of four hour duration.

Researchers' Work Settings and Roles

Doctor Ron Clark is a former psychotherapist, a Certified SR™ Coach (CSRC), and Master SR™ Coach, with a military and airline aviation human factors and aviation psychology experiential background. Academically prepared in psychology, counseling, and human development, Doctor Clark has worked in several private practice settings since 1987, but principally at the Center For Life Transitions in Mesa, Arizona. Initially trained and employed as a psychotherapist and mental health counselor, Doctor Clark transitioned to the ranks of life coaches in 2000. He is also a certified clinical hypnotist.

Sherri Clark, MS, is a former psychotherapist-turned Certified SR™ Coach (CSRC), and Master SR™ Coach, and is a co-owner and practitioner at the Center For Life Transitions. Academically and experientially prepared in individual and marriage and family psychotherapy, Sherri is also a certified clinical hypnotherapist.

In addition to their past and current life coach practice at the Center For Life Transitions in Mesa, the Clarks have also facilitated middle adult single

support groups for over 10 years. In these Friday night two-hour support groups, some 50-80 singles regularly attended, with children attending infant and youth groups of a non-therapeutic nature. On occasion, the Clarks have flown to various cities in the US, to work for as long as a month as “live-in” psychotherapists, usually in critical near-divorce scenarios. Since 1987, Ron and Sherri Clark have presented more than 200 workshops and firesides on a myriad of counseling, marriage & family, and life coaching topics and venues.

REVIEW OF RELATED LITERATURE AND RESEARCH

This section reviews the emergence and early history of life coaching, discusses the success and viability of the life coaching paradigm, makes a case for more scientific rigor in assessing life coaching success, and discusses THE Burris Life Coach SR™ paradigm in some detail.

The history of life coaching is well detailed by Grant (2003), Williams (2008), and Wikipedia (2008). Wikipedia defines life coaching as “a practice with the aim of helping clients determine and achieve personal goals.” (Wikipedia, p.3).

The effectiveness and “success” of life coaching is well documented, but principally in a non-clinically rigorous setting, and is primarily descriptive in nature. At least initially, in the 1980s and 1990s, most life coaches found employment in business and executive coaching, as management change specialists (Nolan, 2005; Naughton, n.d.; Williams, 2008). As total quality management (TQM) initiatives swept across first and second tier western world

countries, executive coaching arose from that movement.

In the mid-1900s, the medical model regarding behavior modification in clinical and institutional settings was usually seen as effected almost solely through the use of psychotropic medications administered by psychiatrists. Eventually, licensed and certified clinical psychologists worked with clients in clinical settings to effect behavior modification outcomes. By the 1970s, social workers, psychotherapists, and counselors provided the vast majority of clinical behavior modification services. In this venue, the counselor was seen as powerful and heroic, with the ineptly-viewed client as always needing the clinician for change.

By the mid 1900s, especially in the United Kingdom, life coaching began to emerge as a serious occupation and modality for behavior modification and rather fast-paced life change possibilities. However, the old psychotherapy and counseling paradigm based upon the medical model had shifted to a “heroic client” life coaching format which would forever change the focus and power from life coach to client (Grant, 2003). Now, it was possible to initially coach a client according to a specific life coaching paradigm, then transfer all power to the client. In this regard, the life coaching client is seen as in the driver’s seat of a taxi instead of in the back seat, dependent on the driver to take the client wherever they needed to go (Burris, 2008a).

For the most part, early executive and life coaching experiences indicated that life coaching “worked”, as reported by life coaches, individuals, and corporate America (Anderson, 2001). As life coaching caught the attention of

academe and the professions of medicine and psychology, there were cries for additional rigor to scientifically substantiate the seeming success of executive and life coaching (Williams, 2008).

Soon, beginning with a seminal experimental study in Australia by Grant in 2003, articles, additional research studies and increased scientific rigor were joined by other indices of this paradigm shift (University of Wollongong, 2003; Spence & Grant, 2007). Life Coach organizations, societies, academic courses, and academic departments followed. By 2006, the Journal of Positive Psychology; Coaching: An International Journal of Theory, Research, and Practice; and the Journal of Evidence Based Coaching & Mentoring, were among the first to publish life coaching research, often in entire editions.

In 2008, the International Coach Federation (ICF) Conference in Montreal, Canada, in November, emphasized both the success of life coaching and the increased need for rigid scientific research to underpin success examples (ICF, 2008). At the 3rd National Coaching Psychology Symposium in Sydney, Australia, Grant (2008) presented a paper titled, "Is coaching psychology flourishing?" It is apparent that the life coaching paradigm is flourishing, and rapidly becoming a discipline.

In a nominal internet search conducted today, using the words "life coach", one will receive over one million internet references. There appear to be endless Life Coach schemas and individualized and personalized "life coach" applications for a wide range of clinical and non-clinical clients. The researchers have not seen evidence or reports of research data collection in every life coaching

session, with life coach data collection seemingly relegated to empirical studies.

Beginning in 1984, with his work as a clinician in sports medicine settings, Kelly Burris (2008a) began to formulate his Burris Life Coach SR™ paradigm. As he became aware of the need for a more effective model than the diagnosis and past client history model of psychotherapy, he wrote the first draft of THE Burris Life Coach, and began to work as a Life Coach in private settings. By 2000, Kelly was self-employed as a Burris Life Coach in his own small business, headquartered in Henderson, Nevada. What seemingly sets Kelly Burris and THE Burris Life Coach SR™ paradigm apart from all other life coach programs is the data collection across one to three instruments administered during every life coaching session.

From emotional, behavior control, and relationship satisfaction scale baselines derived during the first session, Certified Burris SR™ (CSRCs) scale, and aggregate scale scoring. Over time, Burris Life Coach clients learn to record their scale data to begin each session, and make discussion of scale movement a part of each session. Through this simple, yet effective, data collection technique, Kelly Burris has authored a built-in baseline and research mechanism to determine the success, effectiveness, progress and changes needed in the life coaching setting.

While each SR™ Coach client will personally decide which goals to address in life coaching, they will also learn to use THE Burris Life Coach SR™ paradigm, as found in THE Burris Life Coach Workbook. This is a seven step program, as follows:

- Step 1: Emotional Checklist
- Step 2: Subconscious perspective & empowering questions
- Step 3: Subconscious self-image
- Step 4: The stop and replace system
- Step 5: The heart of THE Burris Life Coach
- Step 6: Food & fitness planner
- Step 7: The Trance-Formation

As each Burris Life Coach client sets love, health, wealth and self-image goals, they then detail reasons, actions, and excuses pertinent to each set of goals, and begin to ask questions regarding all goals. By setting love, health, wealth and self-image goals and asking questions about each, the client begins to discuss all of this with their subconscious through a series of Empowering Questions.

According to THE Burris Life Coach SR™ program, human behavior is seen as determined by information stored subconsciously as words and pictures. Our words bring about an emotional state, which, in turn, determines a behavior. Through the use of Empowering Questions, clients are able to get in touch with, and modify, their subconscious (then, subsequently, their behaviors).

Following the setting of life change goals that clients ABSOLUTELY MUST achieve, clients learn to establish their new self-image, using the techniques of association, dissociation, motivational picture, and goal picture. Each subconscious word or image (picture) must be replaced using the Stop & Replace system, or the subconscious will take action and make its own

replacement or reversion. Normally, clients are coached to replace existing fear, guilt, anger, negative self talk, procrastination, drugs and alcohol, over (under) eating, smoking, coffee, sugar, and any other client-selected replacement emotion or behavior.

Kelly Burris concentrates on love, health, wealth, and self-image, which he calls “the heart of THE Burris Life Coach”. He stresses food and fitness planning to allow the body to achieve the goals being worked on, and not detract in any way. In Step 7, he coaches clients through a “Trance-Formation”, a guided imagery segment that reinforces the goals, Empowering Questions, subconscious words and imagery, and Stop & Replace components of THE Burris Life Coach SR™ process.

Statement of the Hypothesis

THE Burris Life Coach SR™ paradigm has been demonstrating successful behavioral change and subconscious restructuring for over 24 years. This program success is normally seen over a minimum of two day workshops, two day SR™ Certifications, or over weeks or months of individualized Burris Life coaching. Coaching THE Burris Life Coach SR™ paradigm, even in outline form, is seen as a very powerful subconscious and behavior change tool.

Therefore, it is hypothesized that workshop attendees who are coached through THE Burris Life Coach SR™ paradigm over a continuous, four hour period will report significant improvements of at least five percent on pre/post administrations of the Emotional Checklist, Behavior Control Checklist, and Relationship Satisfaction Checklist. These improvements will be a demonstration

of participants' improved emotional state and behavior control, effective communication with (and ability to modify) their subconscious, and their enhanced ability to relate to self and others.

RESEARCH METHODOLOGY

Research Design

This is a descriptive study that reports the proceedings and findings of a Burris Life Coach SR™ Workshop conducted on October 25, 2008 in Mesa, Arizona. It was intended to be a pilot study for additional descriptive research studies, and, eventually, for experimental research design studies to follow. The study used a pre-post administration of three instruments to determine the effects of presenting THE Burris Life Coach SR™ paradigm to workshop participants over a continuous, four hour timeframe. The workshop flyer is found as Figure 1. The measure of research success for this study is stated as a five percent improvement on all instruments administered immediately before and at the conclusion of the workshop.

Subjects

Subjects were 10 workshop participants (Male=3; Female=7) responding randomly to local internet postings, community newsletter postings, an RV Resort posting, and the researchers' solicitation emails. They ranged in age from 18 to 65, with a mean age of 40. All workshop participants were considered by the researchers to be non-clinical, mentally healthy individuals.

Instruments

At present, THE Burris Life Coach Workbook (Burris, 2008a) contains three survey instruments for baselining each life coach client's emotional profile: The Emotional Checklist-Adult (See Figure 2), the Behavior Control Checklist, and the Relationship Satisfaction Scale.

Emotional Checklist-Adult. This 18 item, full-page checklist is scaled from 0-10, along a “**not at all**”, “**somewhat**”, “**moderately**”, and “**a lot**” continuum, with “not at all” scored at 0. Both individual scores and the total score are useful, with lower item and total scores seen as progressive.

Behavior Control Checklist. This 9 question half-page checklist is scaled from 0-10, along a “**not at all**”, “**somewhat**”, “**moderately**”, and “**a lot**” continuum, with “not at all” scored at 0. Both individual scores and the total score are useful, with higher item and total scores seen as progressive.

Relationship Satisfaction Scale. This 7 question, half-page scale is scored from 0-10, along a “**not at all**”, “**somewhat**”, “**moderately**”, and “**a lot**” continuum, with “not at all” scored at 0. Both individual scores and the total score are useful, with higher item and total scores seen as progressive.

Description

All three instruments have been developed over a 24 year revision process. The instruments are structured with easy to understand, yet very specific items, for a total item bank of 34 items. Nominally, all three instruments can be completed in about five minutes.

Administration

While the instruments are located in Step 1 of THE Burris Life Coach Workbook, the researchers passed out two sheets containing all three instruments, as the workshop participants arrived and chose their place in a table and chair setting. The Workshop Administrator picked up all pre-workshop instruments as they were completed, and marked them all as number 1.

Four hours later, the three Burris Life Coach instruments were re-administered, and collected as before by the Administrator, then marked as number 2. Several workshop participants remarked that they had already filled out the instruments as they were passed out again, and we instructed them to fill the instruments out again. It was quite apparent that the second set of instruments was blind to the participants until they were asked to fill them out.

Interpretation

Interpretation of the data from the instruments was done by a designated data interpretation specialist. The Study Administrator collected all instruments, and marked them as either "1" or "2", then mailed the instruments to the data specialist in Sacramento, California. The data specialist entered all data into an Excel spreadsheet, then performed descriptive tabulations on the data, and returned the instruments and Excel file to the Study Administrator, who delivered the Excel spreadsheet and original instruments to the researchers. The researchers then made additional interpretations about the data, and announce this in the results and discussion sections of this study report.

Reliability

The researchers believe the reliability of all three study instruments to be high, as they have been refined over more than 20 years of use, and were developed in a setting controlled by a clinical psychologist with high experimental research skills. The Emotional Checklist indicates progress by lessening item and instrument total scores over time, while both the Behavior Control Checklist and Relationship Satisfaction Scales indicate progress by increasing item and total instrument scores over time. It appears that clients filling out these instruments might get confused and reverse their scores, and this was guarded against. The coefficient of reliability of all three instruments is unknown.

Validity

The face validity of all three instruments appears high, while the coefficient of validity is unknown.

RESULTS

While the number of workshop participants was less than anticipated, the researchers wish to specify that, in spite of the small number of subjects, there were 340 data points in this study. The instrumental data indicate a significant outcome in the direction of the predicted directional hypothesis. There was a significant difference between pre and post total instrument scores over 34 items on all three instruments for all ten participants. The total three instrument improvement score from pretest to posttest for all 10 participants was from 1,804 to 1,454, for a 19.4 % aggregate improvement on all three instruments.

Emotional Checklist

The results of the pre and post test analysis of the Emotional Checklist indicated that there was an improvement across 18 items per 10 subjects from 685 pretest to 536 posttest, for an improvement of 22%.

Emotional Checklist Item Analysis

The complete ranking of all 18 items on the Emotional Checklist , from most change to least change, was: 15, 18, 16, 10, 6, 11, 12, 5, 4, 13, 8, 17, 9, 7, 14, 2, 1, 3. The “top five” are displayed below (see Figure 2).

- 15. Have you lost interest in sex? (43% change from pre to post)
- 18. Do you have feelings of hatred toward anyone, anything or yourself? (36% change, from pre to post)
- 16. Do you have trouble making up your mind? (34% change from pre to post)
- 10. Do you think you look old or unattractive? (34% change from pre to post)
- 6. Does your future look hopeless? (31% change from pre to post)

Behavior Control Checklist-Adult

The results of the pre and post administration of the Behavior Control Checklist indicated that there was an improvement across 9 items from 504 pretest to 679 posttest, for an improvement of 26%.

Behavior Control Checklist-Adult Item Analysis

The complete ranking of all 9 items on the Behavior Control Checklist ,

from most change to least change, was: 1, 2, 4, 3, 5, 7, 6, 9, 8. The “top five” are displayed below.

- 1. How would you rate your understanding of how the subconscious works? (45% change from pre to post)
- 2. How would you rate your ability to regulate your emotional state? (43% change from pre to post)
- 4. How much control do you feel you have over your subconscious? (41% change from pre to post)
- 3. How do you rate your ability to regulate your emotional state? (29% change from pre to post)
- 5. How would you rate your confidence in achieving your goals? (28% change from pre to post)

Relationship Satisfaction Scale-Adult

The results of the pre and post test analysis of the Relationship Satisfaction Scale indicated that there was an improvement across 7 items from 414 pretest to 440 posttest, for an improvement of 6%.

Relationship Satisfaction Scale-Adult Item Analysis

The complete ranking of all 7 items on the Behavior Control Checklist , from most change to least change, was: 6, 7, 4, 5, 2, 3, 1. The “top five” are displayed below.

- 6. Satisfaction with your partner’s role in the relationship? (10% change from pre to post)

- 7. Overall satisfaction with your relationship? (8% change from pre to post)
- 4. Intimacy and closeness? (8% change from pre to post)
- 5. Satisfaction with your role in the relationship? (6% change from pre to post)
- 3. Degree of affection and caring? (3% change from pre to post)

DISCUSSION

Like previous results from another Burris Life Coach Study (Burris, 2008b), from material in THE Burris Life Coach Workbooks for Adults and clients age 7 to 17, and from scripting throughout the Burris website (Burris, 2008c), the results of this workshop study also demonstrate that coaching THE Burris Life Coach SR™ paradigm produces significant:

- Positive emotional change,
- Subconscious communication and restructuring,
- Behavior control change, and
- Relationship satisfaction, including self-relationship

With an overall positive change of 19.04%, this study demonstrated that coaching randomly assembled adult workshop participants through THE Burris Life Coach SR™ paradigm over a four hour period in one afternoon produced remarkable results. The researchers believe that these results came from having persons set love, health, wealth and self-image goals, then

detailing reasons, actions, and excuses pertinent to each set of goals, and asking questions regarding all goals.

The subsequent coaching of Empowering Questions, resulting in words and pictures bring about an emotional state, which, in turn, determines, a behavior. Through the use of Empowering Questions, clients are able to get in touch with, and modify their subconscious (then, subsequently, their behaviors).

In all of this, the researchers see that the subconscious communication control gains instilled through coaching THE Burriss Life Coach SR™ paradigm results in less emotional lability, greater subconscious and behavioral control. This control gain also results in an enhanced self-image.

CONCLUSIONS

From the results of the pre and post workshop measuring instrument administration of this Burriss Life Coach SR™ Workshop, the researchers concluded that it is possible to effect positive emotional, subconscious, behavior, and relationship change by coaching THE Burriss Life Coach paradigm over one continuous four hour period. No predictions relating to hardiness or durability or future gains can be made from such a brief study with so few subjects.

It was also concluded that the SR™ process is an extremely powerful modality, most likely resulting in future hardiness, durability, and future gains, as effectively coached by a Certified SR™ Coach (CSRC), following THE Burriss Life Coach SR™ paradigm and the CSRC Guidelines (Burriss, 2008d).

The researchers concluded that the coaching of THE Burris Life Coach for Adults to virtually any normal non-clinical adult will be beneficial for that person's enhanced emotional strength, enhanced subconscious communication and self-control, desired behavioral change, and enhanced relationship skills, including an enhanced self-relationship.

Last, the researchers concluded that it is apparent that THE Burris Life Coach SR™ paradigm may be applicable to many clinical diagnoses involving mental health. Some of the more obvious applications appear to be depression, anxiety, PTSD, ADHD, eating disorders, OCD, chemical dependency, phobias, and most non-SMI diagnoses.

RECOMMENDATIONS

The researchers recommend that:

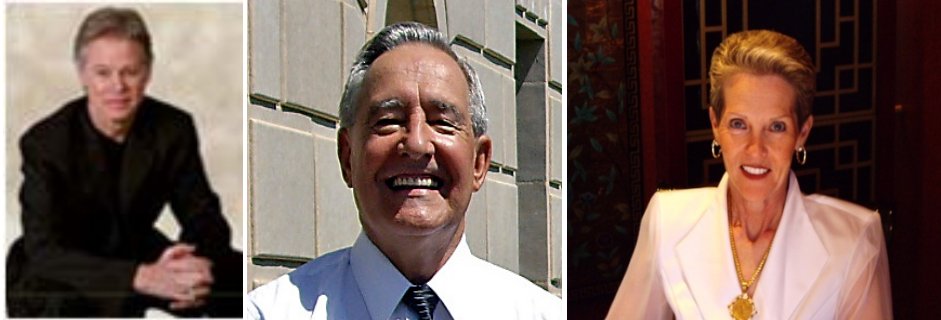
- Additional descriptive studies assessing the success of life coaching using THE Burris Life Coach SR™ paradigm be scheduled. These studies should be for a variety of participant reasons, using as random and expansive a demographic data base of subjects as possible.
- Four to eight hour continuous and two day workshops, conducted live or over the internet, be scheduled and assessed for live vs internet differences.
- Various clinical, and quasi-clinical populations, such as PTSD, ADHD, mild depression, anger control, and smoking cessation, be assessed for Burris Life Coach SR™ paradigm effectiveness.

- Experimental design, scientifically rigorous studies be commissioned to further test the highly successful current claims of THE Burriss Life Coach SR™ paradigm.
- Use of THE Burriss Life Coach SR™ paradigm in increasingly more clinical populations be demonstrated and sampled, using experimental research designs.

REFERENCES

- Anderson, M. C. (2001). *Executive briefing: Case study on the return on investment of executive coaching*. MetrixGlobal, LLC.
- Burriss, K. (2008a). *THE Burriss Life Coach Handbook*. Henderson, NV: Burriss Life Coach.
- Burriss, K. (2008b). *Burriss Life Coach Clinical Study*. Retrieved November 2, 2008, from: http://www.kellyburriss.com/H_ClinicalStudy.html
- Burriss, K. (2008c). *THE Burriss Life Coach Certification*. Retrieved November 2, 2008, from: <http://www.kellyburriss.com/index.html>
- Burriss, K. (2008d). *THE Burriss Life Coach CSRC Guidelines for Adults*. Retrieved November 2, 2008, from: <http://www.kellyburriss.com/certification.html>
- Coaching: An International Journal of Theory, research, and Practice. (2008). Journal details. Retrieved October 27, 2008, from: <http://www.tandf.co.uk/journals/titles/17521882.asp>
- Evers, W. J. G., Brouers, A., & Tomic, W. (2006). A quasi-experimental study on management coaching effectiveness. *Consulting Psychology Journal: Practice and Research*, 58 (3), 174-183.
- Grant, A. M. (2003). *The impact of life coaching on attainment, metacognition and mental health*. Society for Personality Research, Inc., Sydney, Australia, NSW.
- Grant, A. M. (2008). Is coaching psychology flourishing?. *Third National Coaching Psychology Symposium*. Sydney, Australia: University of Sydney.

- Green, L. S., Oades, L. G., & Grant, A. M. (2006). Cognitive-behavioral, solution-focused life coaching: Enhancing goal striving, well-being, and hope. *The Journal of Positive Psychology*, July 2006; 1(3): 142-149.
- Gyllensten, K., & Palmer, S. (2005). Can coaching reduce workplace stress? A quasi-experimental study. *International Journal of Evidence Based Coaching and Mentoring*, (3), 2, 75-85.
- International Coach Federation. (2008). *2008 Annual International ICF Conference*. Retrieved October 27, 2008, from: <http://www.coachfederation.org/ICF/For+CurrentMembers/Conferences+and+Events/2>
- Mitten, S. (2004). *Life coach benefits*. Retrieved October 27, 2008, from <http://www.acoach4u.com/Personal-Life-Coach-Benefits.htm>
- Naughton, J. (n.d.). *The coaching boom: Is it the long-awaited alternative to the medical model?* Retrieved October 27, 2008, from: <http://www.alifecoaching.com/whatishistory.htm>
- Nolan, N. B. (2005). *Business: Empirical research & life coaching*. Retrieved October 27, 2008, from <http://www.ecademy.com/node.php?id=54033>
- Spence, G. B., & Grant, A. M. (2007). Professional and peer life coaching and the enhancement of goal striving and well-being: An exploratory study. *The Journal of Positive Psychology*, 2 (3), 185-194. Retrieved October 27, 2008, from <http://www.informaworld.com/10.1080/17439760701228896>
- University of Wollongong. (2003). *First release of life coaching results*. Retrieved October 27, 2008, from: <http://media.uow.edu.au/releases/2003/0925a.html>
- Wikipedia. (2008). Coaching. Retrieved November 9, 2008, from: <http://en.wikipedia.org/wiki/Coaching>
- Williams, P. (undated). Coaching vs. psychotherapy: The great debate. *Choice*. Retrieved October 27, 2008 from <http://www.choice-online.com>
- Williams, P. (2008). Coaching evolution: From psychological theory to applied behavioral change. *Choice*, 6 (3). Retrieved October 27, 2008 from <http://www.choice-online.com>



Kelly Burris Ph.D.

Dr. Ron Clark

Sherri Clark, MS

Free Workshop on “Overcoming Depression” Using THE Burris Life Coach Program

On Saturday, October 25, 2008, from 1-5 PM, at the Good Life
RV Resort (Card Room), 3403 E. Main St., Mesa, AZ 85213

Master SR™ Coach Kelly Burris Ph.D.,
Dr. Ron Clark, Master SR™ Coach, and
Sherri Clark, MS, Master SR™ Coach

will present a workshop titled “Overcoming Depression” for adults age 18 and older. Burris Life Coach Workbooks will be available for \$35 each, payable by cash or check. Following this unique four hour workshop, Kelly, Ron, and Sherri will stay as long as requested and answer questions about THE Burris Life Coach SR™ modality and overcoming depression.

Participants will learn to answer the question: “What determines human behavior?”, and to take control of their subconscious, and their depression, obesity, anorexia, bulimia, PTSD, and most other behavioral disorders.

To reserve a seat for this limited seating free workshop on Overcoming Depression, please call or email Dr. Ron Clark as soon as you see this flyer @ 480 229-1722 or rclarkCSRC@cox.net Those calling late will be scheduled for future workshops using THE Burris Life Coach SR™ Program.

FIGURE 1. October 25, 2008 Burris Life Coach Workshop Flyer.

FIGURE 2. THE Burris Life Coach Emotional Checklist.

THE Burris Life Coach

Client Trials - Adult

Certified Burris Life Coaches-	R Clark, S Clark, K Burris	Start Date -	October 25, 2008
Administrator -	Mr. Joe Tidwell, JACMET	End Date -	October 25, 2008
Statistical Analysis –	Dr. Guy Clark, Sacramento	Follow-Up Date -	N/A

Females -	6	Sessions -	1 four hour session
Males -	4	Number of Days -	1
Average Age -	F=47.5//M=58.25//All = 51.8	Total Time -	4 hours

Emotional Checklist	Number of Clients	Percent Improvement
----------------------------	----------------------	------------------------

1) Do you find yourself worrying about family, friends, self, future Etc?	10	3
2) Do you get self-critical and blame yourself for everything?	10	12
3) Have you been feeling resentful or angry?	10	3
4) Have you been feeling sad or down in the dumps?	10	23
5) Do you feel inadequate or inferior to others?	10	26
6) Does your future look hopeless?	10	31
7) Do you feel worthless or think of yourself as a failure?	10	16
8) Have you lost your interest in your career, hobby, family or friends?	10	17
9) Do you feel overwhelmed and have to push yourself hard to do things?	10	21
10) Do you think you look old or unattractive?	10	34
11) Have you lost your appetite?	10	29
12) Do you overeat or binge compulsively?	10	26
13) Do you find it hard to get a good night sleep?	10	22
14) Are you excessively tired and sleeping too much?	10	13
15) Have you lost interest in sex?	10	43
16) Do you have trouble making up your mind?	10	34
17) Do you have thoughts that life is not worth living?	10	17
18) Do you have feelings of hatred toward anyone, anything or yourself?	10	36
Total	10	22

THE Burris Life Coach
Client Trials - Adult

Behavior Control Checklist	Number of Clients	Percent Improvement
1) How would you rate your understanding of how the subconscious works?	10	45
2) How would you rate your ability to unlearn subconscious programming?	10	43
3) How do you rate your ability to regulate your emotional state?	10	29
4) How much control do you feel you have over your subconscious?	10	41
5) How would you rate your confidence in achieving your goals?	10	28
6) How would you rate your ability to communicate effectively with yourself and other people?	10	13
7) How would you rate the control you have over your eating habits?	10	19
8) How would you rate your ability of self-motivation?	10	6
9) How confident do you feel in making a permanent change in your food and fitness program?	10	11
Total	10	26

Relationship Satisfaction Scale	Number of Clients	Percent Improvement
1) Communication and openness with your partner?	8	0
2) Resolving conflicts and arguments?	8	6
3) Degree of affection and caring?	8	3
4) Intimacy and closeness?	8	8
5) Satisfaction with your role in the relationship?	8	6
6) Satisfaction with your partner's role in the relationship?	8	10
7) Overall satisfaction with your relationship?	8	8
Total	8	6

*** Unanswered questions are not included in statistical analysis**