

Workshop D: When Words Are Not Enough: The Power of Imagery in Transformational Coaching

with Damion Wonfor and Nisheeta Shah

"Imagery gives form to what is felt but not yet understood." - Aristotle

Transformational coaching enables sustainable change. That is our goal as executive coaches. We want to work below the surface and enable our clients to truly explore how they think, feel and relate to the world around them; to find the places where they feel stuck, or where they want something more or different, and create shifts that allow them to access greater wisdom, choice and agency.

Images invite our clients to move beyond their conscious awareness and connect more deeply with their feelings, intuition and wisdom. Whether in it is in the form of photo, drawing or something we hold in mind like a metaphor or visualisation, images help our client to access their deeper knowing. They activate energy and emotion for change. And they can be transformational.

Neuroscience shows us that imagery:

- Accesses some of the same neural pathways as real perception, giving our brains a partial experience of something that is not currently happening;
- Evokes emotional and physiological responses more strongly than words alone;
- Draws on memory and deeper associations to reveal connections that may sit beyond our immediate conscious awareness;
- Enables us to imagine and test possible futures, making new choices and identities feel more tangible; and
- Creates a rehearsal space for practising new responses and behaviours before taking them into real life.

For us as coaches, images offer a way to move lightly into the deep. In this experiential CPD session we will explore 3 different ways to work with imagery. Our intention is to be practical and playful.

The session will be delivered by Damion Wonfor, Founder of Catalyst 14 and Nisheeta Shah (Nish), Partner at Catalyst 14.



Damion is an experienced Executive Coach, Coach Supervisor, Mindfulness Teacher and Constellator. He has been involved with Executive Coaching and People Development for over 25 years. His focus is on supporting clients to develop a deep sense of presence and impact within their work so they can live meaningful lives. His practice is underpinned by Mindfulness, Humanistic and Eastern psychology and Embodied Systemic Methods and Constellations. His full profile can be

viewed here - <https://www.catalyst14.co.uk/damion-wonfor>



Nish is a senior Executive Coach and Partner at Catalyst14. With over 20 years' experience supporting established and emerging business leaders, she has witnessed the power of imagery in business, and continues to play with what is possible by working in this way. Systemically trained, Nish works with honesty, compassion and a deep appreciation of relevant theory to enable sustainable change in a way that is safe and expansive. Nish's

full profile can be viewed here: <https://www.catalyst14.co.uk/nisheeta-shah>