



Ontological Coaching Overview

What We Could Do Together

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Who Are You Really?

I do what's called ontological coaching—structured approach to personal and professional transformation. It focuses on uncovering the underlying patterns, beliefs, and assumptions that shape how you think, act, and experience your life. This process is not a quick fix or advice—the goal is developing a deeper understanding of yourself at the level of your identity.

What is Ontological Coaching?

Ontology is the study of being, what something is. At its core, ontological coaching focuses on *ways of being*—the interplay between your language, emotions, and physical presence. Moving beyond what you *do*, we ask who you *are* being through your actions and in your life.

Key Elements of the Process:

1. Distinctions & Awareness:

- **Rackets:** Persistent complaints, a kind of self-defeating vicious cycle, or recurring story that keeps you stuck.
- **Personas:** Roles you adopt to navigate situations or meet expectations.
- **Life Sentences:** Deeply embedded beliefs formed from past experiences that shape your current reality.

2. Creating Space:

Transformation begins by letting go—a kind of undoing that creates mental, emotional, and physical space to make room for new possibilities. We do this by **completing the past**—freeing you of everything you've accumulated—all the stories, interpretations, experiences—getting it out of the way of your future.

3. New Ways of Being:

By shifting your *way of being*, you open pathways for new outcomes, clearer perspectives, and more intentional actions.

4. **Game Plan Dashboard:** This serves as a strategic roadmap, providing clarity on your intentions, measurable milestones, and key actions to stay on course.
5. **Imagery and Vision Practice:** A core part of this process involves vividly imagining your desired future. Through guided exercises, you'll create a mental blueprint of what success looks, feels, and sounds like. This vision serves as a powerful anchor, keeping you connected to your purpose and long-term goals.
6. **Breakdowns and Breakthroughs:** Transformation isn't linear. Breakdowns—moments of frustration, doubt, or perceived failure—are often gateways to breakthroughs. By examining these moments with curiosity rather than resistance, you'll uncover valuable insights and reconnect with what matters most.
7. **Core Distinctions:** The foundation of this work is built on integrity, relationships, enrollment, and observable existence—critical pillars for sustained growth and alignment.

Why It Works

Ontological coaching goes beyond surface-level solutions. By addressing the underlying patterns and structures driving your behavior, at the level of your identity, we can create sustainable, long-term results.

What's Next?

You'll start by examining your current reality, identifying key areas for transformation, and clarifying your intentions. Together, we'll design a practical plan with clear milestones and actions to guide your progress.

This work is about creating a shift in who you are in order to get clarity, build momentum, and achieve meaningful results.

Case Study: Breaking the Cycle of Gym Anxiety

Meet Alex: Alex wants to improve their fitness and feel healthier. Every January, they join a gym full of enthusiasm, but after a few weeks, they stop going. Alex feels self-conscious at the gym, worrying about being judged by others. This cycle has repeated for years.

Step 1: Distinctions & Awareness Through coaching, Alex uncovers a *racket*—a persistent internal complaint of feeling out of place. They identify their *persona* as 'The Outsider,'

someone who doesn't belong in fitness spaces. Their *life sentence* is revealed as, "*I'm not athletic, and I'll never fit in.*"

Step 2: Creating Space Alex takes time to sit with these insights without judgment. They recognize how these patterns have held them back and begin to imagine what could be possible if they let go of these limiting beliefs.

Step 3: Imagery and Vision Practice Alex vividly imagines a future where they confidently walk into the gym, enjoy their workouts, and feel proud of their progress. They focus on the sensations—the sound of weights clinking, the feeling of strength in their body, and the satisfaction of completing a workout.

Step 4: Breakdowns and Breakthroughs When Alex feels the familiar anxiety creeping in before a gym visit, they pause. Instead of avoiding the discomfort, they explore it. They realize the anxiety is tied to old fears, not current reality. This breakthrough helps them show up differently.

Step 5: Game Plan Dashboard Together with their coach, Alex creates a clear plan: start with short, manageable gym visits, track progress weekly, and celebrate small wins. They commit to focusing on how they *feel* after each session rather than external validation.

The Outcome: Over time, Alex builds confidence and consistency. The gym becomes a place of empowerment rather than anxiety. They've shifted their *way of being* from avoidance to commitment, and their results reflect this transformation.

This example illustrates how ontological coaching addresses not just the external goal (going to the gym) but the internal barriers that prevent meaningful change.

Case Study: Rediscovering Purpose at Work

Meet Sarah: Sarah has been working in the same corporate job for years. While she's competent and well-regarded, she feels bored, disengaged, and stuck in a cycle of procrastination. She lacks a clear sense of purpose and feels like her career is adrift.

Step 1: Distinctions & Awareness Through coaching, Sarah identifies a *racket*: a persistent complaint about her work feeling meaningless. Her *persona* is 'The Invisible Contributor,' someone who shows up but feels unnoticed. Her *life sentence* emerges as, "*No matter what I do, it won't make a difference.*"

Step 2: Creating Space Sarah begins to observe these patterns without judgment. She creates mental and emotional space to consider how her perspective shapes her experience of work.

Step 3: Imagery and Vision Practice Sarah envisions a version of her work life where she feels energized, engaged, and impactful. She imagines herself confidently leading meetings, contributing innovative ideas, and feeling proud of her contributions.

Step 4: Breakdowns and Breakthroughs When Sarah encounters resistance—such as doubts about her abilities or fear of failure—she pauses and explores those feelings. Instead of retreating, she reframes setbacks as opportunities to grow.

Step 5: Game Plan Dashboard With her coach, Sarah develops a plan: proactively volunteer for projects that align with her strengths, set short-term goals, and establish regular reflection practices to track her engagement and satisfaction.

The Outcome: Over time, Sarah reclaims a sense of ownership over her career. Her energy returns, she feels more aligned with her role, and she begins to see her contributions making a difference.

This example highlights how ontological coaching can help individuals move from feeling stuck and uninspired to experiencing clarity, purpose, and renewed motivation.

Case Study: Building Authentic Connection in a Relationship

Meet Mia: Mia is in a long-term relationship with her partner. She loves them deeply but notices she often holds back her true feelings and opinions. Her tendency to people-please has created a pattern of avoidance and unspoken resentment.

Step 1: Distinctions & Awareness Through coaching, Mia identifies a *racket*: she frequently avoids conflict to keep the peace. Her *persona* is 'The Harmonizer,' someone who prioritizes others' needs over her own. Her *life sentence* emerges as, “If I express my needs, I’ll be rejected.”

Step 2: Creating Space Mia creates emotional space to sit with these realizations without self-judgment. She begins to notice how withholding her feelings prevents deeper intimacy.

Step 3: Imagery and Vision Practice Mia envisions a relationship where she feels safe expressing her needs openly. She imagines deep conversations, moments of vulnerability, and a stronger emotional bond with her partner.

Step 4: Breakdowns and Breakthroughs When Mia feels anxiety about sharing something difficult, she pauses and explores her fear. Instead of retreating, she takes small steps to voice her feelings honestly.

Step 5: Game Plan Dashboard With her coach, Mia sets goals for regular check-in conversations with her partner, practices voicing her feelings in small moments, and celebrates each step toward authentic communication.

The Outcome: Over time, Mia experiences more openness and trust in her relationship. Her connection with her partner deepens, and her *way of being* shifts from avoidance to authenticity.