



NEW ERA COACHING AND THE PLANETARY SHIFT

By Swami Parameshwar Das Maharaj



The state of the world. The energetic shift of the planet. What do these mean for coaches, for clients, for how we see coaching itself?

I have been coaching for over three decades. My clients are coming to me feeling emotions they didn't expect or can't explain. They're off balance like they're teetering between two steps on a staircase. They don't relate to themselves and their lives as before. They don't know how to proceed but want something new.

My intention in writing this article is to offer you as coaches a new framework for coaching that can enrich

your perspective and inform your coaching. I call this framework *new era coaching*, and I share a context for why I've created it and the benefits that come from identifying yourself as a *new era coach*.

Why New Era Coaching?

Right now we're entering a new era. We can look at this shift philosophically, psychologically, and energetically. We're moving into a new cycle in which the old ways of being are falling apart so that we can reconstruct ourselves. The dramatic shifts we are experiencing in the world reflect this old-to-new transition: wars and conflicts, upheavals in governments and politics, the catastrophes from pandemics, earthquakes, tsunamis, global warming.

We can interpret what's happening on a planetary level. In the Hindu philosophy, we are moving between *Yugas*, between planetary cycles or world ages, from the *Kali Yuga* to the *Sathya Yuga*. We are evolving from an age of darkness and ignorance to an age of truth or the essence of who we are.

Energetically, we are moving from low frequency and limited consciousness to high frequency and expanded consciousness. Humanity is being awakened and evolving toward global enlightenment. Accelerating this shift are influential high frequency energies that are arriving on the planet: solar flares, CMEs (coronal mass ejections), geomagnetic storms, influx of cosmic energies. Add to this is the shift in the planet itself: the Earth's axis and its magnetic field.

Given these energetic and cyclical changes that reflect the new era, we as humans must adjust our energies, raise our frequency, to be in alignment and partnership with the new levels of energy.

So who are we to be now? As coaches, how do we guide our clients to be this *new human*?

During this new era, we are all moving from an old paradigm to a new paradigm inside of ourselves. We can define a *paradigm* as habits and patterns, programming, that we are not conscious of and that control or condition us and our lives. The old paradigm is represented by low energy, fear-base, stress related

beliefs, thoughts, emotions, actions, while the new paradigm is represented by those that are high energy, love-base, and fulfillment related.

As *new era coaches*, we commit to engage with our clients in this evolution from old to new paradigm, low to high energy, current to next Yuga. We guide our clients to become aware of their old paradigm patterns and to transform them, and to create new paradigm patterns based on the truth (*Sathya*) of who they are. We work with them to raise their frequency so they can access and express love-based qualities (through their thoughts, emotions, actions) that contribute to their personal evolution and that of the planet.

I've identified six prevalent themes or areas for transformation that clients have voiced in the last few years. I've chosen one area to present here along with a new era coaching practice that can transform a client's old pattern, and allow her to shift her energy to create a new pattern that makes available new and more powerful actions for her to take.

Area for Transformation: Finances

Money has always been a concern for many people, however with the uncertainty of the current economy and world situation, more are asking for guidance in this area. Prevalent are worries and doubts about whether there will be enough, and limiting beliefs about the possibilities of earning money and having abundance in life.

New Era Coaching Practice: Acknowledgement and Acceptance in the Heart:

Let's say the client speaks about her worry about not being able to make ends meet, her inadequate income, her anxiety about the future given the economy and difficulty in finding a new job. The coach guides her first to feel and acknowledge the worry in her, and to realize it is a quality, an energy. She finds its location in the body (many times it's in the gut). She accepts that it is there as an energy and brings it to her heart. She does this either energetically with her breath and intention, or she uses her hands, cupping them, bringing the energy into them, and raising the energy slowly to her heart. The energy dissolves due to the high frequency of the electromagnetic field of the heart. Many times a new energy will arise in the client once the old one is dissolved. The coach then works with the client to clarify this new energy and embody it, especially through action in daily life (in this case finances).

I invite you to reflect about what I've shared here and your current coaching approach. What about new era coaching informs your coaching or your own personal transformation? Would you like to learn more about new era coaching?



SWAMIJI'S BIO

Swamiji combines years of practical experience and education in psychology, business consulting, and spirituality. He has been coaching individuals for over 30 years in many settings and cultures and in both English and French. He considers coaching to be his dharma or purpose, serving clients and coaches to learn and evolve in their lives and profession.

Swamiji has published six books in English and French, with two books also published in Japanese and one in Hindi. These books include: a book of personal stories and practical lessons from years with his guru, Her Holiness Jagadguru Sai Maa; a workbook for self-transformation; a series of four books about the healing power of action, the healing power of meditation, reducing stress, and devotion.

Before becoming a monk in 2003, Swamiji was an organizational consultant for 25 years, including leading an industry practice of consulting to Japanese and foreign-owned organizations. He received his Ph.D. in Organizational Psychology and M.S. in Psychology from New York University. He was a licensed Psychologist in New York, and has been designated as a Master Coach by the International Coaching Federation and certified as an Ontological Coach by Newfield Network.

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