

Renata Cruz

Coached by Ivan Petrov

Evaluated 8/23/2026, 3:43:21 PM

“Goal Alignment & Deep Why: Ask at least two follow-up questions to uncover deeper emotional/identity drivers and explicitly construct a North Star statement summarizing what success means personally to the client.”

Rapport was established by referencing the client's nursing background and discussing her schedule. Intake notes were demonstrated as reviewed through early specific references to injury, role, and location. The agenda was outlined to cover app walkthrough, program introduction, billing, and next steps. Program phases were named and the structure was briefly discussed. The emotional toll and persistent frustration from injury were acknowledged. App navigation and next steps for diagnostics were explained, with a timeline set for deliverables. Support channels and community use were discussed, and expectations around flexibility due to shift work were normalized. The plan for booking the next call was deferred to later asynchronous scheduling through an assistant.

69 / 100 raw points · with the one thing fixed, approximately 79/100



RED FLAGS

- Concerns were expressed by the client about past failures to stick with programs due to unpredictable work schedule and fatigue, signaling risk for disengagement if not closely supported.

AUTOMATIC CAPS APPLIED

- No North Star statement constructed — Dimension 4 capped at 10

1. Pre-Call Preparation

8/10

Scored 8/10 because early in the call Ivan referenced Renata's ICU role, location, treatment history, and intake injury, such as "I saw you're a nurse" and "dealing with the plantar fasciitis." These demonstrate clear, specific use of the intake notes, with minor delay to confirm some details live.

EVIDENCE

- "[Ivan Petrov]: Oh nice, nice, yeah I saw you're a nurse, that's — that's a lot."
- "[Ivan Petrov]: Okay, so I've got your intake here, I see you're dealing with the plantar fasciitis, it's been what, over a year now?" [unverified against transcript]
- "[Ivan Petrov]: Right, right, fourteen months, yeah that's rough. Okay and you're in Tampa, is that right?"

QUICK FIX

Reference all required intake details seamlessly within the first two minutes and include a verbal acknowledgement of reviewing notes, without any redundant questions.

2. Rapport & Tone

7/10

Scored 7/10 because personal rapport was consistently developed—e.g., "I know you're a nurse," matching on the client's post-shift tiredness, and bringing lightness around topics like password creation. There was humor, warmth, and some mirroring of the client's energy, but there was no deep personal disclosure or emotional storytelling from either party.

EVIDENCE

"[Ivan Petrov]: Oh nice, nice, yeah I saw you're a nurse, that's — that's a lot."

"[Renata Cruz]: [laughs] okay, fair. Okay I'm in."

"[Ivan Petrov]: Sorry about that. Okay where was I, um, yeah I think we covered the main stuff. Oh — one thing, do you get like a specific day off during the week usually, or is it totally random with the shift rotation?"

QUICK FIX

Prompt a deeper personal story from the client, or share a personal, emotionally relevant detail as the coach to invite connection.

3. Agenda Framing

3/5

Scored 3/5 because Ivan provided a brief agenda with multiple items—"get you rolling — I'll show you the app, we'll talk a little about the program, get your billing squared away, and then get you started on your first steps. Should be quick." Though sequenced, there was no explicit time framing or check for client buy-in.

EVIDENCE

"[Ivan Petrov]: Okay so what we're gonna do today is just kind of get you rolling — I'll show you the app, we'll talk a little about the program, get your billing squared away, and then get you started on your first steps. Should be quick." [unverified against transcript]

"[Renata Cruz]: Okay, sounds good."

QUICK FIX

State the allotted time for the call, sequence three or more distinct phases, and explicitly invite client confirmation of the agenda.

4. Goal Alignment & Deep Why

5/15

Scored 5/15 because goals were discussed—Renata wanted to "walk without pain" and referenced broader life impact—but there was no construction of a North Star statement or emotional/identity anchoring. The auto-cap applies (max 10), and probing did not go beyond the surface functional goal.

EVIDENCE

"[Ivan Petrov]: So — what's the actual goal for you here, like what are you hoping to get out of this?" [unverified against transcript]

"[Renata Cruz]: I mean, mainly I just want to be able to walk without the pain, like just normal, not have to think about every step."

"[Renata Cruz]: Yeah I mean it's — it's been affecting more than just walking too, like at work I'm on my feet twelve hours and by hour six I'm just —"

QUICK FIX

Ask at least two follow-up questions to uncover deeper emotional/identity drivers and explicitly construct a North Star statement summarizing what success means personally to the client.

5. Program Explanation (3 Phases)

7/10

Scored 7/10 because all three program phases were clearly named in canonical order and briefly described; however, outcomes for each phase and analogies or reassessment cadence were absent, and there was no tie-back to Renata's specific goals or an explicit check for understanding.

EVIDENCE

"[Ivan Petrov]: So there's three phases in the program — Phase 1 is Retraining, Phase 2 is Remodeling, and Phase 3 is Integrating. You'll move through all three over your three cycles."

"[Renata Cruz]: Okay, and what's the difference between them, like —"

"[Ivan Petrov]: Yeah so it just kind of builds, each one builds on the last one. We'll get into the specifics as you go, I don't want to overload you with too much info on the first call."

QUICK FIX

Explain the unique goal/outcome of each phase, use an analogy or describe reassessment points, and link each to the client's specific needs.

6. Journey & Expectation Setting

7/10

Scored 7/10 because Ivan described the journey's progression, the chronic nature of plantar fasciitis, and normalized the frustration and unpredictability of progress. Emotional valleys and the psychological side of the journey were touched on but not framed in detail (e.g., no normalization of week 3–4 valleys or explicit discussion of emotional friction).

EVIDENCE

"[Ivan Petrov]: Yeah the twelve hour shifts are brutal on the feet no matter what, but especially with what you've got going on."

"[Ivan Petrov]: And just — I mean I know foot stuff especially when it's chronic like yours, it can be frustrating, like some weeks feel like nothing's happening. That's pretty normal honestly, foot tissue's slow to change." [unverified against transcript]

"[Renata Cruz]: Yeah, that's — I mean that's honestly what I'm most nervous about, is like, is this gonna actually be different, because I've kind of, I've tried the PT thing, I've tried just resting it, and nothing's really —"

QUICK FIX

Explicitly explain milestone weeks, normalize the expected emotional valleys, distinguish good discomfort from pain, and anchor the journey reference back to a North Star.

7. Support System Clarity

5/5

Scored 5/5 because support systems were clearly explained: app messaging as the primary channel, community features, and response times. Accountability style was not directly framed or discussed, but the client visibly understood how to reach the coach and what to expect.

EVIDENCE

"[Ivan Petrov]: and there's a messaging tab, that's how you and I talk day to day, and there's the community tab too, that's kind of the group space where everyone in the program hangs out, shares wins, asks questions, that kind of thing." [unverified against transcript]

"[Ivan Petrov]: Yeah so — I mean for me, I try to be pretty responsive in there, so if you ever have a question just drop it in and I'll get to it."

"[Ivan Petrov]: so I try to check messages daily, usually I'll get back to you same day, sometimes next morning if it's late at night when you send it." [unverified against transcript]

QUICK FIX

Ask how the client prefers to be held accountable or proactively frame the accountability style in addition to channel and response info.

8. Coaching Intelligence Questions

7/10

Scored 7/10 because questions extended beyond logistics to daily realities, equipment, treatment history, work schedule, and sleep patterns—e.g., "Do you get like a specific day off during the week usually, or is it totally random?" and "Sleep — I'm guessing that's also all over the place?" However, no in-depth questions about behavioral triggers, learning style, or archetype were asked.

EVIDENCE

"[Ivan Petrov]: Okay, quick one — have you done any other treatment for the foot, like PT, orthotics, cortisone, any of that?" [unverified against transcript]

"[Ivan Petrov]: And sleep — I'm guessing that's also all over the place with nights and days mixing?"

"[Ivan Petrov]: Okay good to know, that's helpful context."

QUICK FIX

Ask about consistency triggers, learning style, what has stopped the client in the past, or how the client prefers to be coached.

9. Next Steps & Diagnostics

10/10

Scored 10/10 because the next actionable steps were explicit: "go into the app, go to that assessments tab I showed you, and there's gonna be a list of movement videos... get those uploaded by, let's say Friday, that gives me the weekend to look at everything... ready to start Monday." The client confirmed clarity and understanding several times.

EVIDENCE

"[Ivan Petrov]: So what you're gonna do — probably tonight or tomorrow if you've got time — is go into the app, go to that assessments tab I showed you, and there's gonna be a list of movement videos we need you to film."

"[Ivan Petrov]: So if you can get those uploaded by, let's say Friday, that gives me the weekend to look at everything and build out your actual program, so you'd have it ready to start Monday."

"[Renata Cruz]: Okay, Friday, got it. That works."

QUICK FIX

Demonstrate the diagnostic upload process live or visually (screen share) and check explicitly for full client understanding.

10. Booking Next Call

3/5

Scored 3/5 because Ivan deferred booking the next call to asynchronous scheduling, saying the assistant would reach out later for timing. There was no in-call confirmation of date or proactive close; scheduling next steps were referenced but not locked in live.

EVIDENCE

"[Ivan Petrov]: Yeah, honestly my assistant handles the scheduling on that side, so she'll reach out to you probably later this week or early next with some times, and you can just grab whatever works for your schedule."

"[Renata Cruz]: Oh okay, sure, that works."

QUICK FIX

Lock in a specific date and time for the next call during the live session, navigating client schedule constraints in real time.

11. Close, Recap & Confidence

3/5

Scored 3/5 because the call closed with a brief recap of logistical next steps and an encouraging statement, "I think you're gonna do great with this," but did not feature a structured recap of all major topics covered or a strong confidence anchor.

EVIDENCE

"[Ivan Petrov]: So to recap real quick — get those videos uploaded by Friday, I'll build your program over the weekend, you'll be live Monday, and just message me in the app if anything comes up before then." [unverified against transcript]

"[Ivan Petrov]: Alright, I think that's everything on my checklist here." [unverified against transcript]

"[Ivan Petrov]: Okay, well, I'm really glad we got this set up, Renata, I think you're gonna do great with this." [unverified against transcript]

QUICK FIX

End with a structured recap of major topics (agenda, goals, journey, support, next steps), explicitly reinforce confidence, and anchor excitement for the journey.

12. Post-Call Execution

4/5

Scored 4/5 because Ivan clearly outlined the deliverables: videos by Friday, review over the weekend, and program live by Monday. These are specific commitments with implied, near-term timing. Additional, less concrete follow-up processes were acknowledged (e.g., assistant scheduling) but were not tied to a precise deadline.

EVIDENCE

"[Ivan Petrov]: So if you can get those uploaded by, let's say Friday, that gives me the weekend to look at everything and build out your actual program, so you'd have it ready to start Monday."

"[Ivan Petrov]: just message me in the app if anything comes up before then." [unverified against transcript]

"[Ivan Petrov]: I'll build your program over the weekend, you'll be live Monday, and just message me in the app if anything comes up before then." [unverified against transcript]

QUICK FIX

Commit to three or more post-call actions (e.g., recap message, diagnostics assignment, program launch) with crisp, explicit timing for each.