

Omraie Intervention Model (OMR)

A Structured, Scientific, and Transformational Approach to Professional Coaching

Founder and Creator:

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Creator of the Omraie Intervention Model (OMR)

Developer of Business Coaching, Children Coaching, and Mental Health Coaching frameworks

Pioneer of the standardization of Coaching and NLP as professional competencies in Iran across 25 occupational qualifications

Author, researcher, international trainer, and transformational coaching expert

1. Introduction and the Position of Coaching

In today's rapidly changing and highly complex world, personal and organizational development is no longer optional—it has become an undeniable necessity. Among the many approaches designed to guide individuals toward transformation and growth, coaching has emerged as one of the most effective methodologies for human development.

Professional coaching is not merely about giving advice or offering solutions. It is a dynamic process based on awareness, responsibility, conscious choice, and the activation of human potential. Through coaching, individuals learn how to recognize internal obstacles, utilize their inner resources, and move from their current state toward their desired future.

However, global experience has shown that the effectiveness of coaching largely depends on the quality and structure of the coaching models being used. Traditional coaching models such as GROW, OSCAR, and CLEAR, while valuable in their time, often face limitations when dealing with deeper cognitive, emotional, and identity-based challenges in modern human development.

To address this gap, the Omraie Intervention Model (OMR) was designed and developed by Professor Reza Omraie. This model is the result of decades of experience in clinical

psychology, Neuro-Linguistic Programming (NLP), hypnotherapy, cognitive coaching, and transformational education.

The OMR Model provides a multidimensional, structured, and internationally adaptable framework for guiding individuals toward self-awareness, alignment, and elevation. Rather than focusing solely on problem-solving, the model aims at reconstructing mental structures, enhancing identity, and creating sustainable transformation in human performance.

2. Philosophy and Theoretical Foundations of the OMR Model

The OMR Model is founded on a core principle:

“Every human being possesses unlimited potential for growth, provided they can recognize, reorganize, and elevate their limiting mental structures.”

This model views the human being as a dynamic, evolving, and systemic entity whose behaviors are shaped by beliefs, values, identity, past experiences, internal dialogue, and perception of reality.

The Three Core Pillars of the OMR Model

1. Understand

Deep recognition of the client’s cognitive, emotional, and behavioral structures.

2. Align

Creating harmony between goals, values, identity, and actions.

3. Elevate

Guiding the client toward higher levels of awareness, performance, and impact.

Core Motto of the Model

Coaching for Growth • Impact for the World

This motto reflects the belief that true growth goes beyond individual success and contributes to creating value for society and the world.

3. The Structural Process of the OMR Model

The OMR Model consists of three interconnected and evolutionary phases:

Phase One: Observe / Understand

Objective:

To deeply understand the client’s current reality and uncover hidden mental structures.

In this phase, the coach uses advanced NLP skills, calibration, active listening, transformational questioning, and cognitive language analysis to enter the client's perceptual world.

This phase includes:

Identifying limiting beliefs

Discovering internal conflicts

Analyzing repetitive behavioral patterns

Exploring the client's value system

Clarifying current and desired identity

Examining internal dialogue and language patterns

Assessing emotional and motivational states

In the OMR Model, observation is not merely "seeing"; it is a process of profound understanding of the human mind and inner structure.

Phase Two: Match / Align

Objective:

To create alignment between the inner and outer dimensions of life.

After gaining a deep understanding of the current state, the coach helps the client establish harmony between goals, values, identity, behaviors, and life circumstances.

This phase involves:

Resolving internal conflicts

Reconstructing ineffective beliefs

Designing success strategies

Strengthening a new identity

Creating psychological and behavioral coherence

Alignment in the OMR Model does not mean passive adaptation. It means intelligently designing harmony between "who the person is" and "who they aspire to become."

Phase Three: Raise / Elevate

Objective:

To create sustainable transformation and achieve high-level performance.

At this stage, the client becomes ready to move beyond previous limitations and enter a new level of awareness and achievement.

This phase includes:

Designing action plans

Building behavioral commitment

Reinforcing new patterns

Expanding mental flexibility

Increasing confidence

Enhancing productivity

Continuous monitoring and evaluation

In the OMR Model, elevation is not merely achieving goals—it is becoming a more evolved version of oneself.

4. Unique Features of the OMR Model

1. Integration of Science and Human Transformation

The OMR Model combines scientific psychology, neuroscience, NLP, and professional coaching into one transformational framework.

2. Focus on Sustainable Change

Rather than creating temporary motivation, the model focuses on deep structural transformation and long-term results.

3. Systemic Perspective

The model views individuals within the context of their relationships, organizations, communities, and environments.

4. Versatile Applications

The OMR Model can be effectively applied in:

Life Coaching

Executive Coaching

Business Coaching

Organizational Coaching

Educational Coaching

Health Coaching

Leadership Development

Team Empowerment

Cultural Transformation

5. Structured and Internationally Adaptable

The model offers a clear, teachable, measurable, and standardizable methodology suitable for international coaching education and professional implementation.

5. The Role of NLP in the OMR Model

The OMR Model deeply integrates advanced NLP methodologies, including:

Reframing

Anchoring

Meta Model questioning

Hypnotic language patterns

Logical level transformation

State management

Belief change techniques

Success strategy modeling

However, in the OMR framework, NLP is not the final objective; it is a powerful tool serving a larger transformational process.

6. Differences Between the OMR Model and Traditional Coaching Models

Traditional Models

OMR Model

Goal-centered

Identity-centered

Short-term behavioral change

Sustainable structural transformation

Linear approach

Systemic and multidimensional approach

Performance-focused

Awareness and performance-focused

Problem-solving

Mental structure reconstruction

7. Professional Applications of the OMR Model

In Personal Coaching

Self-confidence development

Stress management

Identity transformation

Personal growth

Life quality enhancement

In Organizations

Leadership development

Conflict management

Communication improvement

Productivity enhancement

Organizational transformation

In Education

Brain-based learning

Teacher empowerment

Student motivation

Cognitive skill development

8. International Positioning of the OMR Model

Due to its scientific structure, adaptability, and interdisciplinary nature, the OMR Model has the potential to become an internationally recognized framework in coaching and human development.

The model can serve as:

A coaching education methodology

A framework for professional certification programs

A subject of academic and scientific research

A transformational model for organizations and institutions

9. Conclusion

The Omraie Intervention Model (OMR) is more than a coaching model—it is a philosophy of human transformation.

Built upon the three foundational stages:

Observe → Match → Raise

Understand → Align → Elevate

the OMR Model provides a structured pathway for moving from limitation to empowerment, from confusion to awareness, and from ordinary performance to human excellence.

The OMR Model demonstrates that true coaching is not only about achieving goals; it is about creating more conscious, empowered, and impactful human beings for the world.

Omraie Intervention Model (OMR)

Observe → Match → Raise

Understand → Align → Elevate

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