



WHAT IS COACHING?

Coaching is a Fast Growing, New Profession

Here are some of the most common Questions and Answers about coaching

- 1) **A Life Coach is someone who...:**
- 2) **How is coaching different from consulting? Therapy? Sports coaching? A best friend?**
- 3) **What is the basic philosophy of coaching?**
- 4) **Who hires me and why?**
- 5) **What happens when you hire me?**
- 6) **Do I work on personal goals or business/professional goals?**
- 7) **Why does coaching work?**
- 8) **What else do you work on?**
- 9) **Please, give me some context about coaching.**
- 10) **What if I'm already doing well in my life? Why would I need a coach?**
- 11) **Can a dependency be created between you and me?**
- 12) **Can coaching hurt someone?**
- 13) **Can I hire you just for a short-term, special project?**
- 14) **How long must I commit if I start working with you?**
- 15) **What does it cost to hire you?**

1. A Life Coach is someone who...:

- ♦ Helps you discover that which you *really* want.
- ♦ Asks you to be more than you thought you could be on your own.
- ♦ Helps you to gain clarity and focus to produce results more quickly.
- ♦ Provides you with the tools, support and structure to be more.

Almost all life coaching is done over the phone (tele-coaching) allowing the freedom to cultivate national and international client/coach partnerships.

"My clients gain focus, equanimity, strength and empowerment because they have a coach."

2. How is coaching different from consulting? Therapy? Sports coaching? A best friend?

Consulting.

Coaching is rather like consulting. However, in coaching the coach stays with the client in a closer partnership to help implement the new skills, changes and goals, to make sure that they happen. In consulting the consultant offers more know-how guidance and suggestions. Often sessions are scheduled on an as-needed basis.

Therapy. Coaching is not therapy. Coaches don't work on psychological "problems" by exploring why a patient is the way s/he is by examining their history or deal much with understanding human behavior. That knowledge may come as clients move forward toward personal and professional goals that will give them the life they really want, but it should not be the focus of a coaching relationship.

Sports. Coaching includes several principles from sports coaching, like teamwork, going for the goal, being your best. Unlike sports coaching, most professional coaching is not competition or win/lose based. Coaches focus on strengthening their clients' skills, not on helping them beat the other team. Coaches look for win/win solutions.

Best friend. A best friend is wonderful to have. But is your best friend a professional who you will trust to work with you on the most important aspects of your life and/or business? Have both - a best friend and a coach.

3. What is the basic philosophy of coaching?

Simply put, it is that we humans are very complex and capable of far more than we give ourselves credit for. We're all on the path of discovering what it is we really and truly want. Coaching helps you identify who you are, what you really want and how to attain it. A coach helps you stay on track until you get there.

4. Who hires me and why?

You hire me because

- ♦ You want to clean up your life and redirect your focus and energy.
- ♦ You want equanimity, focus and inner strength.
- ♦ You want to grow through insight, creativity and understanding.
- ♦ You want to create your life intentionally

5. What happens when you hire me?

Many things, but the most important are:

- ♦ You design and create your life intentionally.
- ♦ You take yourself and your life more lightly.
- ♦ You take more effective and focused actions immediately.
- ♦ You stop struggling with what is dragging you down.
- ♦ You create momentum so that it's easier to get results.
- ♦ You gain greater clarity, intention and vision to bring you what you REALLY want; happiness.

6. Do I work on personal goals or business/professional goals?

Both. With the line between personal and business life blurring, as it is in the new millennium, coaches are the only professional trained to work with all aspects of you. Communication, energy, balance and focus are essential core ingredients needed to find that which we're all looking for - Joy and fulfillment.

7. Why does coaching work?

Coaching works for several reasons:

- ♦ The synergy between us creates momentum.
- ♦ Better goals are set -- ones that naturally pull you toward your goal rather than goals that require you to push yourself to the goal.
- ♦ You develop new skills, and these skills translate into deeper peace and a more fulfilling life.

8. What else do you work on?

Empathy, Law of Attraction and Spirituality; many people around the world are now willing to look at, and consider, the notion of a new spirituality; the power of now and the underlying connection between us, other people and our environment. The complexity of modernization has left many people with sense of disconnection, a spiritual void and a sense of emptiness. The interesting result of this is that more and more of us are rediscovering the essence of what it means to be 'spiritual' and it turns out not to be 'religious' in the formal sense at all.

9. Please, give me some context about coaching...

I do just what an athletic coach or music teacher does, only in a fuller and deeper way. I challenge you to take the time to find out what 'happiness' in life means to you. I am your partner in moving toward the life you most honestly want, personally and professionally. I'm someone to hold you accountable for your life, to make sure you really do live up to your inner most potential. No matter where you are in life, there is almost always an aspiration to attain something greater; more equanimity, closer relationships, a deeper feeling of connection and contentment in life. It is the nature of people to want to attain something 'better', understand our life situation, become more, and we're all challenged to define what it is we really want and how to create what we're really

looking for. A good coach takes you in new directions and open new doors that you may not have considered before; personally, physically and spiritually.

Most people believe that "hard work and doing it on your own" are the keys to finding the life, success, money, or happiness that they seek. They believe that a price must be paid to attain what they want, and often that price is poor health, not having enough time to enjoy life, strained family relationships or lessened productivity. The saddest part is that, even though this effort may result in more of something, it is often not the something you had in mind, and you end up back where you started, or worse, further from your real intentions.

Athletes and performers know about this trap. They know they need someone else, a trained someone else to help them set goals, discover real desires, and effectively move toward ultimate attainment of excellence. So, they are willing to hire a coach or a teacher. No serious athlete or musician would expect to progress very far without one.

10. What if I'm already doing well in my life? Why would I need a coach?

You might not feel like you need a coach. But it is helpful to find out: Are you feeling disconnected with people who don't seem to understand you? Tolerating things that are draining your energy? Is life difficult? Are you free of addictions? Peaceful? Organized? Do you have fulfilling relationships? I've discovered that, often, people want something deeper, more complete in their lives. I can help in this process.

11. Can a dependency be created between you and me?

Not really. You may "need" me in order to accelerate your progress, yet not be "dependent" on me. Anyone who's working on major changes "needs" structure, advice and support, so, in that sense, having a coach is certainly helpful, but an emotional, psychological dependency is not created. I work with people who are just fine and strong enough on their own. Remember, I'm not resolving psychological issues here. That task is left to the therapists. I'm helping you to create a better life: deeper fulfillment, integrity, freedom, creativity, and a higher quality of life.

12. Can coaching hurt someone?

No. Remember, coaches aren't doing psychological work. They're not trying to control your thinking. They're not cattle prods; they're partners.

13. Can I hire you just for a short-term, special project?

Yes. I can help you accomplish specific goals. However, you may well choose to keep working with me after that because there are ever deeper levels of insight to attain and ever more challenges to overcome.

14. How long must I commit if I start working with you?

I ask for a three to six month commitment; however you're free to stop at anytime if coaching is not working for you. I only ask that you finish out the month or give us enough time to have closure. I don't ask for a written contract for a time commitment.

15. What does it cost to hire you?

There are two ways to hire me:

- ♦ **Monthly** I work with individuals for \$215 per month for three 50 minute calls or \$280 per month for four 50 minute calls