

People who work with a coach create clearer goals and achieve them faster than those who do not.

WHAT IS A COACH?

A coach asks the questions:

- What are the changes you want to see in your life?
- Where are you headed? How are you getting there?
- What's holding you back? And how can you break through?

When you work with a coach the answers become clear and you move forward – quickly. A coach is your partner and cheerleader, engaging you in a creative and thought-provoking process. A coach:

- Offers non-judgmental and objective perspective which creates constructive dialog
- Helps you get to the core of what you want to achieve, and elicits client-generated solutions and strategies to get there
- Holds you accountable
- Assists in identifying roadblocks and patterns that hold you back

A Coach is NOT:

A Therapist – Therapy deals with healing pain, dysfunction and conflict. Therapy typically works on issues in the past; coaching looks at where you are in the present and moves you forward.

A Consultant – A consultant is used when seeking a level of expertise in a particular area. Coaching assumes that the client is the expert, and uses coaching strategies to reveal the client's innate knowledge and strengths.

A Mentor – a mentor draws on his/her own experience or sharing of experience in a specific area of industry or career development. The coaching relationship focuses on the accomplishments and goals of the client, not the coach.

Expectations:

- You can expect your coach to provide you with full and undivided attention, as well as support and commitment to your growth and success.
- You can expect your coach to offer unbiased perspective, challenges, and at times assignments.
- You can expect your coach to foster communication in the coaching relationship that is open, direct, honest, and trusting.
- Your coach will honor the confidentiality of the coaching relationship.

The Benefits of Coaching:

- You will create clearer goals and achieve them faster with a coach than you would on your own. The nature of the coaching relationship (eg. accountability, creativity, partnership) fosters productive forward movement.
- You will learn to more clearly identify your own greatness, as well as your “gremlins” – those things that hold you back from moving forward. Your coach will help you to realize how constructive these discoveries can be.
- Working with a coach, you will stretch further than you would on your own. This is an extension of your coach's support and belief in you.