

There are so many coaching programs on offer, which should you choose?



Most coaching programs, be they life or business oriented, rely on rational thinking processes and use direct conscious ways to facilitate improvements in a person's life or a business. Aspirations are canvassed, goals are set. Plans are devised, strategies deployed to reach these goals. Barriers are overcome. The coach motivates the person to keep implementing their strategies aimed towards

attaining their deliberately set goals. The business coach / consultant assists the business develop processes and systems to gain specific results with periodic goals monitored and strategies evaluated every step of the way to ensure they are on track to deliver the desired results. This works well up to a point so long as a person stays on task and their rational thinking aligns 100% with emotional and intuitive aspects of personality. For a business this can work well until the human element and unforeseen internal or external events interfere with the new processes and systems.

For some people and businesses this just doesn't work over the long haul. Goals can be set, plans implemented and still the results aren't satisfying, even if the results perfectly matched the conscious goals. A business may make the gross income desired but the costs have increased along the way, or keeping staff has become too challenging. An individual may discover what they sought for, didn't bring true rewards or they never quite reached their conscious goals. A business may find the end result isn't sufficient to keep going the same way. At this point some people lose heart, abandon the coaching process because it didn't work for them. They may fall back onto old habits that also didn't work but were familiar and comfortable. Some may sabotage their progress without knowing they did so. Some lost motivation because other forces pushed them in different directions. Some didn't notice that things around them were changing and didn't factor these in.

Sometimes a person isn't able to specify their goals clearly or at all from the outset. For example an individual may have had aspirations of some kind but weren't able to stipulate what they really wanted in life apart from commonly desired goals such as partner, children, home, good job, happiness, good health. They feel or intuit a life course but have no conscious way to understand, articulate or make it evident in their lives. They can feel very lost and believe there is no process to help them. A business may flounder because employees aren't aligned with the vision or mission of the business, or because of the egos of CEO and other executives or managers interfered with progressing forward. Often in business managers and executives clash in their implementation ideas or practices even when they share the vision and mission statements.

The coaching program I offer works not just with rational thinking processes, but also with those the hidden aspects of a person's life or business's mission. These hidden processes are guiding what is happening without one's conscious knowledge and sometimes in a direction different from that of one's rational mind or best laid plans. Besides rational thinking processes that we are aware of, we have capacities that have more subterranean elements expressed through emotion, intuition, imagination,

Some people want to expand their business to make more money or make a difference; some want to find a partner or improve relationships; some want to enhance their athletic / sports skills to make the big league in a sport of choice; some want a “better life” which is unique to each individual; some want to improve fitness; some people want more time in their lives or business, some people want deeper connection with life itself as well as others, some people want to change the world. Some people want all of the above and undertake a coaching program to help them achieve these.

Coaching has been proven to be valuable because it provides a program of guided exploration, decision making and supported action that is tailored to the individual. It is monitored and evaluated regularly, with adjustments made as required by the individual or business. Specific barriers are identified and addressed, new discoveries are made and validated, all ensuring that a person or business attains the goals they knew about and those newly revealed goals that were secretly aspired to or were being directed towards without conscious knowledge.

People from all walks of life undertake coaching programs with the coach helping them achieve those higher aspirations that eluded them or when they feel stuck at their current level of achievement. You can attain immense financial, emotional and social rewards through undertaking coaching. Confidence in yourself and certainty about your direction in life, better relationships, improved work or business outcomes are more spin offs that can be produced by a coaching program. Managers or executives undertake coaching to teach themselves skills to manage their staff more effectively, to take in the big picture of their industry sector, to be more efficacious in all aspects of their roles. Managers and senior personnel can find new ways to get the edge on competitors, track emergent trends, then implement their expertise in their own sectors. People caught up in 9 to 5 jobs and the endless treadmill of stress can find relief through a coaching program. Some will start their own businesses through coaching.

What are the rewards gained from being coached?



Rewards vary. Those who undertake a coaching program diligently can and do attain their highest aspirations for themselves, their companies and others around them. People can also attain peace, fulfilment, inner guidance and spiritual awakening through a coaching program. It all depends on what a person is after, consciously and unconsciously.

People who have been coached reported they created greater harmony at work and at home, gained confidence to do new things, developed insight, wisdom, knowledge, generated new ideas, found courage, gained personal and professional skills that enhanced their lives, achieved clarity, gained a big picture perspective, made more money, expanded their business, hired more employees, increased profits, found greater freedom in business or other spheres of life, discovered networking abilities and possibilities, facilitated better team work, created more harmonious relationships and learnt skills to repair relationship ruptures, found

a partner, improved self control, generated happiness, engaged in considered risk taking, and expanded their awareness of new possibilities, won prizes, succeeded in sporting events, became better dancers.

Some people attain their highest dreams through coaching. Some simply improve different aspects of their lives. It isn't magic, but can feel like it!

Is Life Coaching different from Business Coaching?



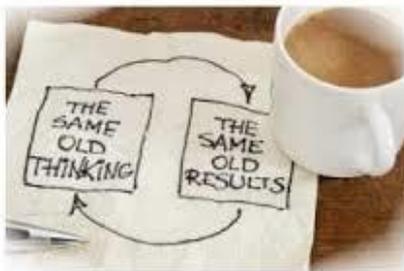
Yes and no. In general, coaching facilitates, assists or guides someone to develop their personal and professional wisdom and expertise to enable them to reach goals they have not been able to reach before. Life coaching generally involves professional and business coaching because career, work and earning a living are a significant part of anyone's life. Life coaching also involves developing other areas of life such as relationships/family, health/fitness, personal aspirations unique to each person, making a social contribution and more. Business coaching concentrates on improving finances, operational processes and systems, sales or training programs, marketing, time management, work goals, sales results, income generation, career direction, company expansion to name a few areas. Business coaching also entails focussing on relationship skills and belief systems to help managers or self employed get the best out of themselves, their staff and their business whilst providing a high quality service to their customers or clients. There is an overlap between life and business coaching. The former focusses on whole of life goals which includes business and financial goals as one aspect of the program. The latter, business coaching, focusses less on life areas such as health and fitness, emotional health etc. and more on financial and company vision goals.

What does coaching involve?

Commitment of time and effort and financial investment. Coaching takes place weekly, fortnightly or monthly depending on a person's or business's requirements and available time. It is conducted face to face, by phone or internet. This will depend on the coach's and the to-be-coached person's availability and needs. Some people have a preference for face to face coaching because it feels more real to them and keeps them more motivated and on track. Time per coaching session is negotiated. It ranges from 30 mins to 1.5 hours usually. Initial assessment often

takes 1.5 hours. Initial planning can take longer or shorter depending on what is sought for consciously and unconsciously.

Assessments involve processes to establish and identify espoused values and goals. Further explorations use non-verbal processes to uncover hidden goals aligned with deeper aspirations. Effort by the person being coached to enhance personal life or business is crucial for the coaching program's processes to work. Actions need to be taken. Doing new things or doing things differently progresses a person or business towards their goals. It's one thing to know what to do and another to actually do it, then to do it over and over if necessary. Some actions require practice and repetition which takes effort and commitment. How many tasks are to be undertaken in a given period between coaching sessions is negotiated and fits in with the needs of the person being coached. Business coaching tasks often involve changing old practices and systems – this is time consuming, annoying and takes exertion.



Commitment to make changes and to carry out agreed to activities is crucial for successful results to ensue. Coaching is about doing things differently, thinking new thoughts, caring about yourself and what you want and doing what it takes to create the outcomes you decide are important for you or your business and which make your life be and feel rewarding.

Tragedies happen, people leave, things don't go well, plans fail, actions are thwarted, we lose, we fail. On the other hand, fabulous things happen, people come into our lives to brighten our days, things go well, plans work out, actions deliver the outcomes we wanted and more, we gain, we succeed. Life is like this, we win, we lose. We learn and get wiser. Coaching cannot stop things from going wrong nor can it make them go right all the time. Coaching can provide the tools, capacities, wisdom, practices and processes to help you find a way through the complex, varied, painful and wonderful journey of life and running a business. Coaching can help a person live life to the fullest, reach one's potential, succeed in all aspects of their life, bring beauty and goodness into the world and to be real. Coaching can provide the tools, methods, processes and hidden knowhow that improve business outcomes and make executives be in demand for their services.



How much does it cost?

The financial investment for one person per 1 hour coaching session is \$160. A prepaid course of 11 sessions attracts one session for free ie only 10 are paid for: cost is \$1600 for 11 sessions. This includes GST. For a group of 4 the cost is \$110 (includes GST) for a 2 hour group coaching session.

Free exercise to discover/ articulate your main values in your life or business:



Think about your life / business and think of 5 things you are grateful for today about your life or business. List 5 things you could not live without in your life or business. Are they the same as what you're grateful for? Is there any overlap? If there is overlap, remove one of those. Circle 5 things from the 2 lists you absolutely must have for your life or business.

Ask yourself: will I list the same 10 things tomorrow? Or next week? Or next year?

If you said yes, then these things are critical for you and are consciously espoused things you value. Hang onto these and use them **consciously** for the next 7 days to make more of each day. By consciously I mean do and say things that make you use these things deliberately as the day progresses. At the end of each day for a week, note what difference this deliberate use of things you valued made to your days and week.

If you said you don't know if you will list the same 10 things tomorrow or next day, then make 2 lists each day for 7 days and see what arises. At the end of the week reduce down the overlaps, then pick 5 overall must haves for your life or business. Use them consciously to make more of each day henceforth and note, at the end of each day for the next week, what difference this made to your days and week.

If people were part of your lists, find ways to interact more positively with these people each day, even thank them for what they give you. At the end of the week that you used your list of 5, consciously check to see the difference this has made to you or their lives whether in business or in personal life. What did you notice?

You have just been given a process of articulating to yourself things of importance to you and your life (business is part of your life). You have also been given suggestions about how to use this knowledge in your life for 7 days and asked to note the difference it can make. This is an example of how coaching can work using a simple process.



What if you were asked to find things you're grateful for and value but somehow take for granted and aren't conscious of? This could make an even bigger difference to your life.