

Coaching is New to Me- Where Do I Begin?

What is coaching?

A coach is a person who works with individuals to help them achieve the life they truly want for themselves. A coach's job is to help their clients tap into what they really want out of life and then empowers them to complete the action plan they have set out.

Coaching is done over the phone, with clients from all over the world, usually through three phone sessions a month. Although, some coaches also see clients in person. Through your training, you will learn pertinent information about both ways of coaching.

A coach is NOT a therapist, a psychologist, a counselor or someone who specializes in mental illness

General Coaching Principles

Principle One

You must be at your best when coaching others.

This means living by example. Although the definition of happiness varies from person to person, the feeling of contentment is universal. If you feel content with your life, not only will your mind be more prepared and aware when coaching others, it will be easier for you to attain clients as people will sense your contentment with your life and be attracted to you as a coach based on that.

This in no way means that you are expected to be perfect- you are, however, expected to do what is best for you. If living the house in disarray and not doing the housecleaning all week until Sunday means you are more relaxed throughout the week, then that is what is *best* for you. An important concept to remember here is that you should make sure that you really are doing what is best for you and not what others and society thinks is best for you.

Living by example will be covered more thoroughly through your lessons and in class instruction.

Principle Two

The client leads the way.

As stated above, one must do what is “best” for themselves- not what others think is best.

An important lesson to remember when coaching is that we do not know what is best for everyone. Our egos have no place in coaching others. People are generally very resistant to others telling them how they should live their life and what steps they should take to achieve their goals. As a coach, it is our job to get our clients to tell us what they think the first step is to achieving their goals. In the Achieving Goals class, you will learn time tested formulas for breaking down road blocks and getting your clients to achieve their goals.

Principle Three

Unlike therapy, the focus of coaching is the present and future of your client, not the past.

Although it is important to understand that the past does affect us, it is not a coaches job to delve into their client's past on a therapeutic level. This is where using your intuition comes in handy. Let me give you an example: Jenny is a 34 year old mother who has had a really rough life. Jenny's mother verbally abused Jenny for 15 years until Jenny finally ran away from home. A therapist would thoroughly delve into what happened with Jenny and why it happened. A coach would work with Jenny to accept that the past occurred and then would work with Jenny to help her live her life now with the enjoyment and comfort she deserves. It possible for a client to have both a coach and a mental health professional. More information on what coaching is and is not is covered in lesson two.

Principle Four

You cannot coach someone who doesn't want to be coached.

Coaching is a self-help process. It is your job as a coach to point out your client's messes and it is your client's job to clean them up. Your client must want to help themselves and must be committed to working with you to achieve their goals, based on the formulas you will learn through your lessons and in your classes. This includes: how to break a client's bad habit, how to ask more of your clients than they ask of themselves, how to combat perfectionism, how to raise your client's self esteem, how to change your clients mental programming to help them achieve their goals once and for all, how to work with them to improve all aspects of their lives, how to improve every relationship they have, and how to get your client's commitment level up to 100%.

The first step to becoming a coach is to complete some type of formal training. This will give you the skills, confidence and credentials clients need to know you have. Through this program, you will also learn how to run every aspect of your coaching practice: how to get clients, how to have a phenomenal website, how much you should charge, marketing secrets and so on.

You will be pleased to know that you start this program with an idea that you would like to become a coach, and you finish the program with a practice that is set-up and ready to go!

You are welcome to phone us at 1-800-314-0481 or e-mail us at headoffice@coachtrainingacademy.com with any questions you may have. We would love to hear from you!

www.CoachTrainingAcademy.com