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Inspiring People To Create Their Best Future

7 Things You Need To Know Before You Spend A Penny On Coaching



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I - What Is Coaching?

A coach has the same role as the traditional sports coach that many people have had experience of in their lives. A coach is there to encourage, to support, to motivate and most of all to bring out the full potential of the individual. It may not involve a ball or a set of running shoes, but the outcome is the same...increased performance and success. Interestingly coaching also delivers the ability to define what 'performance' and 'success' is as each person has a different definition, which changes throughout their lives.

The process of coaching is often confused with mentoring or therapy but differs in that coaching is non-judgmental and requires no knowledge of the subject area being discussed. Coaching deals primarily with the future and doesn't offer suggestions on how to resolve the issue. The focus is set clearly on the individual to provide their own answers through the coach asking focused, intuitive and thought provoking questions. In essence the client works it out for themselves and removes the potentially unhealthy dependency on the coaching relationship. A successful coaching session will result in the coachee having a clear, focused set of goals that has been developed by themselves and a clear, defined path on how to achieve it. This point is critical as it ensures that the coachee has ownership of the goals and solutions which dramatically increases the chances of success.

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2 - What Can Coaching Help You With

Coaching is an excellent framework to help people find success in many parts of their lives by releasing the potential that is inside all of us. It is certainly not just restricted to sports or fitness.

Many coaches are generalists and can help people on a variety of subjects, but increasingly coaches are specialising in niche areas, bringing focused experience and skills to a specific niche.

Areas where coaching can help include:



Health and Well Being
Career
Relationships
Working with teams
Spiritual
Youth
Sales

Confidence
Retirement
Wealth
Focus
Motivation
Purpose
Time Management

Public Speaking
Redundancy
Business
Goal Setting
Parenting
Leadership
Creativity

It is important to remember that this list is not exhaustive and the application of coaching can really apply to any area of your life which you feel is under developed or requires 'unlocking'.

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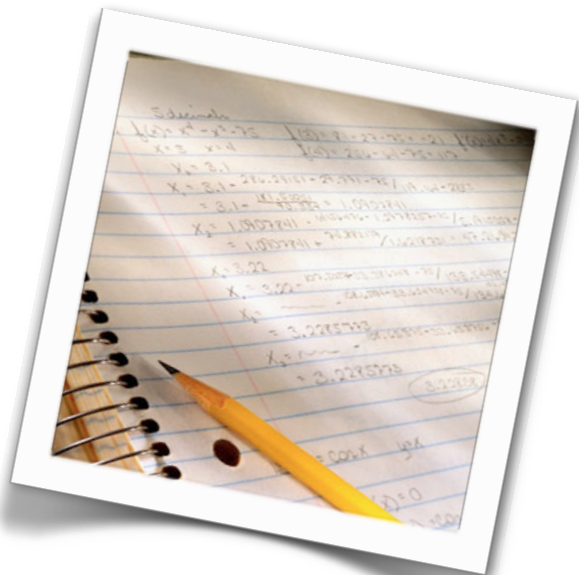
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3 - How Does A Coach Work, What Can I Expect?

Every coach has a different style, and it is very important you find a coach that you are comfortable with. Many coaches offer a free introduction session for exactly this reason.

As coaching is not therapy or mentoring, the process is very similar no matter who you use and is certainly not painful. A good coaching session should leave you feeling encouraged and motivated that you can achieve your full potential.

There are a number of frameworks coaches use to help with this process, but they all revolve around one simple principle; asking questions. It is through these questions that the coach works with you to release your potential. Many people are initially scared of questions as they are afraid of opening up or potentially being embarrassed by exposing secrets to the coach. Please don't worry as two important principles apply here:



1) A coach does not need to know the details; they simply need to know how you are reacting to the events.

2) Coaching is confidential and you should always choose a coach that has a code of practice and is associated with one of the professional bodies.

Coaching is simple, fun and can be life changing.

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4 - How Do I Choose A Coach

As already mentioned all coaches have their own style and finding the right one is a vital first step on your journey. Most coaches offer a free introduction session, and it is here where you can begin to explore whether they are right for you.

Go with your gut feeling and if you have any doubts, look elsewhere. The success of the relationship between the coach and coachee is directly related to the level of success you can expect to get from each session, so choose carefully.



Coaching is currently an unregulated practice which unfortunately means there are a number of people calling themselves coaches that have no formal qualifications and / or don't belong to a professional group.

For your best chance of success look for coaches that can prove that they have qualifications in coaching, have trade insurance and belong to a professional group. This protects you and lets you know you are getting the best possible coaching experience.

Another top tip is to ask your coach if they themselves have a coach. They should be practicing what they preach and avoid anyone who says they don't.

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5 - What Does It Cost?

This is a very difficult question to answer in any depth, but a coaching session can range from £50 to over £200 per hour for a personal session and if you are looking to hire a coach to work in your business a daily charge will range from £500 to over £5000 per day.

Like everything in life you pay for what you get and the higher charges often reflect the coaches' experience and specialism in a particular area so it is often worth bearing this in mind when you are finding the right coach for you.

Some coaches coach face to face, some coach over the phone and some over email. Obviously a face to face session will be more expensive than a telephone session as the coach has to incur expenses, but it doesn't reflect on the quality of the coaching as a telephone session can give the same results as a face to face, but again this will be down to your preference.

Most coaches will ask for the money up front for the number of sessions agreed between you in your first call, however some accept part payments, so please ensure you speak with your coach about this upfront so that expectations are set as early as possible.

Coaches will nearly always take cash or cheque but more and more coaches are accepting payments via credit card or through services such as PayPal.

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6 - What Results Can I Expect?

This is a great question and like every good coaching session it should be answered with a question; how much are you willing to give to the process?

As described in the first section, coaching is about you releasing your own potential. The coach is there to facilitate this, and with some awesome questions, will help you find them, but ultimately the responsibility is yours.

This has a number of advantages but primarily it means that as it is your ideas and thoughts that are unleashing your potential, you have total ownership of them and your chances of success are massively increased.

If you are willing to engage with the coaching process, open to try new things, have an open mind and a learning spirit, coaching is a life affirming process that can literally turn you around so you can live the life you have always wanted.



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7 What Happens After The Sessions Finish?

Most coaches agree that 8-10 coaching sessions is sufficient to move any issue forward. Once the sessions are finished you are free then to enjoy your new life or to continue your sessions with your coach on another subject that you feel you would like to move forward on.

Many people choose to take a break after the coaching sessions have finished and come back after 3, 6 or even 12 months, but for some coaching becomes part of their lifestyle. For these people coaching sessions are held less frequently (once/twice a month) but there is no right or wrong answer. It simply depends on how you feel.

Speak with your coach when nearing the end and think hard about what you want to do as often the coach can give you techniques for self coaching in your last session that can give you a toolkit to deal with all of life's ups and downs.

Coaching is a hugely beneficial practice and if you are able to open up to it, can help you release the potential that you already know you hold inside.

Go on then!



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