

What is Coaching?

Coaching is a simple yet effective form of personal development where the Client and Coach create an alliance that promotes and sustains the Client's personal growth and competence. This powerful relationship enables the Client to give up who they are for who they want to become.

Successful coaching works with individuals in their personal life, executives and others in business, individuals in their professional life, and with teams or groups; to develop their effectiveness particularly in working with change.

Many of us have big plans about what we want to do, who we want to be and what we want to become. Often we never actually do anything about it. Some of us are successful in our own terms, but still find a feeling of emptiness inside ourselves.

Someone once said: 'Life without purpose is hardly a life at all.'

Hence that feeling that something is missing, or the big question of why we are here, or how we can achieve our dream (personal or professional).

The Coach aids the Client in finding out what is important and what helps to create a purposeful life that promotes the qualities or ideals; enabling the Client to live a fuller and richer life. Coaching helps the Client identify what is important and how to use their skills to foster it. Coaching builds skills and abilities for effective relationships - personal and professional. Coaching identifies when teamwork is important and helps the Client to develop their skills. Coaching paves the way for more effective decision-making - in both the Client's personal life and to create higher levels of organisational effectiveness.

Coaching works with the Client to improve their communication skills through dialogue, inquiry and positive interactions that create awareness, purpose, competence and well-being.

How to Choose the Right Life Coach

In this time of recession and uncertainty Life Coaching has begun to grow and forge it's way in to the world. Although the coaching profession is still very new and unfamiliar it is gaining momentum. The growing demand of people wanting to find purpose and make their marks in life has caused coaching to become the most sought out profession for coaches and for clients. "In fact more and more people are finding significant value from working with a coach."

It is important to understand that there are challenges in this profession as in any other profession. Some coaches are just in it because it's the newest and the latest boom. Others are naturally born to be a coach and take this very serious. In this profession, the biggest challenge is who can you trust to help you get from where you are to where you want to be. With so many people jumping in 'feet first', some are not taking the time to get the proper training and credentials.

- 1 Don't just settle with the first coach you speak with. Look around "interview" several. If you do not feel a connection, keep looking. Questions to consider: Does the coach listen well? Are they responding to your needs and desires? Do they understand what you are saying and where you want to go?
- 2 Ask about their credentials and associations. There are no binding regulatory bodies for coaches. Ask what organisations they are affiliated with – that will give you an idea of their values and ethical guidelines. This will indicate that they mean that they are serious and will provide quality service.
- 3 Ask about their formal training and relevant experience. Make sure your coach has entered and completed at the least, a 'practioner level' training course if you are interested in life coaching. There are other types of courses out there, such as executive coaching. It all depends on what you want.
- 4 Ask them how long they have been coaching? Are they full time or part time? Do they operate in a general area or do they have an area of expertise? Some people will be looking for coaches in a certain field: for example career, business, life purpose or relationship, just to name of few. Coaches don't have to know your specific business to help you be

successful ... so if you are deep into metal working, your coach doesn't have to know the 'metal working' business, he or she needs the skills of asking excellent questions, helping you focus, and to challenge you in the way that works best for you. They are your third eye – the person who is totally there for you. Their only agenda is for you to get to where you want to go. It is important that the coach you hire has enough experience and success record to back him/her up.

- 5 Lastly, ask the coach to give you the bottom line. This means what services they offer and the cost of said services. You will want to know what commitment is needed to reach your desired results. There are a few that will require payment up front for long-term commitments, be cautious with this, Not all maybe as legitimate as you think.

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