



Introduction to Life and Business Coaching

Coaching **is not** consulting (i.e. when someone 'tells you what to do'). Coaching is **partnering** with clients in a thought-provoking and creative process that inspires the client to maximize their personal and professional potential.

Professional coaches provide an ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. Coaches help people improve their performance and enhance the quality of their lives.

Coaches are trained to listen, observe and customize their approach to individual client needs; they seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach's job is to provide support to enhance the skills, resources, and creativity that the client already has.

A life or business coach is someone who works with you to provide insight into business opportunities and to help you and your business grow and move forward. The coach helps you:

- Identify issues;
- Implement action plans;
- Discover and practice methods to enhance skills; and
- Become more of who you are or want to be.

Effective coaching helps you take you or your business to the next level by supporting you as you make informed choices which will enhance your well-being, confidence,

communications skills, productivity and/or performance. Coaches are committed to your success and in creating a positive impact on your business.

How is Life Coaching Different from Business Coaching?

The short answer -- they follow the same process! A coach will ask you similar kinds of questions if it is about business or personal issues such as:

- what do you want to work on/resolve?
- what's most important?
- how is this affecting you?
- what's not happening?
- etc.

The process is the same, and the problems/issues are often the same

- **relationships:** how to speak in ways others listen, how to improve relationships, how to negotiate with others, etc.
- **who am I and what is my role:** these are key questions to answer at work, in the family, in a significant relationship, with friends, etc. Knowing these answers helps you make decisions that are in your best interests and help you avoid stressful/difficult situations

In summary - a coach will help you to find wholeness -- to discover who you are, what is important to you and how to achieve it in ways that are authentic to you.