

THE HISTORY OF COACHING:

Coaching is the fastest growing consulting profession in the world. Founded in the mid- 1980's by Thomas Leonard, it is estimated there are around (30,000) coaches worldwide, with approximately (11,000) coaches currently registered with ICF. Popularized in USA, coaching is rapidly catching on in the United Kingdom, Japan, Canada, Australia, Singapore and New Zealand and is gaining recognition worldwide as a legitimate Life Enhancement Strategy.

FAQS:

(Frequently Asked Questions)

WHAT IS COACHING?

Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

Coaching is an ongoing relationship which focuses on clients taking action toward the realization of their visions and goals. Coaching uses a process of inquiry and personal discovery to build the client's level of awareness and responsibility and provides the client with structure, support and feedback. The coaching process helps clients both define and achieve professional and personal goals faster and with more ease than would be possible otherwise.

WHAT IS THE DIFFERENCE BETWEEN COACHING AND THERAPY?

The therapy process focuses on helping clients overcome past problems that impede their ability to function in a normal day to day manner. Therapists direct their clients to revisit past events to discover and resolve conflicting issues that have burdened them. Therapists are experts in their field. Therapists are not equal partners. Therapists and their clients frequently form a very strong confidential bond.

The life coaching process focuses on you (the client) achieving your chosen future goals. Life coaches are equal partners who assist you to

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achieve your goals. Life coaches assist you to become the world's leading expert on you and to take the actions necessary to achieve your goals. You have control over the results you achieve through coaching. You will form a strong confidential bond with your coach.

WHAT IS THE DIFFERENCE BETWEEN COACHING AND CONSULTANTS?

Consultants are recognized experts in their fields, who either sell their expert advice or perform their expert actions (or both) to complete a task on behalf of their clients. Consultants are hired to solve problems. With consulting, you have considerable control over the process and virtually no control over the results. Consultants normally seek and take credit or acclaim for work done or achievements. Consultants must maintain their superior (expert) position and rarely form a close relationship with their clients. Consultants rarely affect the personal improvement of their clients.

Life coaches focus on you (the client) to achieve your chosen coaching goals. Life coaches are equal partners who assist you to improve and grow as a person as the means to achieve your goals. Life coaches assist you to become the world's leading expert on you and take the actions necessary to achieve your goals. You will have total control over the results you achieve through coaching. All of the credit and acclaim for results achieved is directed to you, and not the coaches. You will form a strong confidential bond with your coach.

HOW DOES COACHING WORK?

Coaching is about inspiring people to lead their best life by:

- **Asking questions.**
- **Offering Practical Tools and Resources.**
- **Offering new Perspectives and Insights**
- **Helping you to gain clarity and focus.**
- **Focusing on your hopes, dreams and goals.**
- **Helping you to discover the answers within yourself.**
- **Motivating and Inspiring you to take the Actions necessary to Create the desired Results in your life.**
- **Providing Support and Encouragement for you to take Action towards Creating the desired Results in your life.**
- **Trusting in and believing in your potential**

WHO CAN BENEFIT FROM COACHING?

- **Anyone who has unfulfilled, hopes, dreams, desires or goals.**
- **Anyone who needs motivation to take action.**
- **Anyone who has challenges in their life.**
- **Anyone who is "stuck"**
- **Anyone who needs encouragement and support**
- **Anyone who wants to improve upon any area of their life.**
- **Anyone who wants to live a life of no regrets**

In short, just about anyone and everyone can benefit from coaching.

WHY SHOULD I INVEST IN COACHING?

The value of the goals you achieve will greatly exceed what you pay for coaching. You set your life goals and you will set goals that are the most valuable and important to you.

Investing in coaching is one of the most significant commitments you can make. It is an investment in you.

You may have many other responsibilities and commitments, but when you take care of yourself first, you are better able to take care of and support those around you.

What you learn through your coaching experience is something which can benefit you for the rest of your life. Whatever you take from a coaching relationship becomes yours. The knowledge and skills you gain can be used in every aspect of your life. You can pass these gifts on to the people you care about.

You only have one life to live and you owe it to yourself to live the best life you can. Coaching is a way of helping you to make that happen.

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How do you know if you are ready to be coached?

You have total control over your degree of readiness to reap the full rewards from coaching. You will determine the degree of your readiness when you positively answer the following questions:

- 1. How committed are you to achieving your goal(s)?**
- 2. How willing are you to accept new perspectives?**
- 3. How willing are you to invest something of value (usually money) in yourself?**
- 4. How willing are you to take the actions you and your coach uncover to achieve your goal(s)?**

WHAT WILL IT COST?

The initial consultation is free.

You can use this consultation to assess if you can work with me as a coach and I will let you know at the end of the consultation if I believe that we can work together.

The subsequent investment is \$330 and this is for four one hour sessions.

My typical coaching model is for 12 sessions and there is an option to pay \$880 for the 12 sessions.

Note that my coaching model is a guide only and the structure of the coaching relationship is up to you. You can choose whether the sessions are conducted in person or over the telephone and how frequently you would like to hold sessions (subject to my availability).