



## What is Coaching?

Coaching is quickly becoming one of the leading tools that successful people use to live extraordinary lives! Through weekly coaching sessions, clients identify what is most important to them and align their thoughts, words and actions accordingly.

Coaches ignite potential. The individual benefits of coaching are as wide-ranging as the individuals being coached; impacting not only careers, but lives.

Some of the most common benefits described by clients include:

- ✦ Setting targeted goals and taking deliberate action
- ✦ Becoming more self-reliant
- ✦ Feeling more satisfied
- ✦ Contributing more efficiently and effectively
- ✦ Taking greater personal responsibility
- ✦ Working more easily and productively with others
- ✦ Communicating more effectively
- ✦ Working more effectively with difficult personalities
- ✦ Handling challenging situations quickly and decisively
- ✦ Recognizing efficient ways to change
- ✦ Aligning individual goals with organizational objectives
- ✦ Experiencing a more enriched personal life
- ✦ Sensing greater possibilities

Clearly, these kinds of individual benefits can have a ripple effect throughout a company, a family and even friendships improving morale, retention, efficiency, productivity and satisfaction with life.

Based on a collaborative relationship and a clear process, coaching focuses on and moves people to purposeful action.

By working in a completely confidential setting, coaching breaks down barriers to success and challenges individuals to reach new levels of achievement, satisfaction and balance in life.

How is coaching different from Therapy or Consulting?

Coaching is not therapy, which goes into depth about various issues, usually dealing with the past, nor is it consulting which generally results in giving the client answers. Coaching is more action-orientated and focuses primarily on the present and future. Coaching is not about instructing or telling or directing. It's not about therapy or healing. It's not about a right way or a wrong way.



Coaching is about self-reliance and personal responsibility. It's about taking action, contributing, and making an impact. At its core, coaching is about helping people tap into existing strengths and talents. Our clients have the answers already - our job is to engage them in a dialogue that brings those answers to the surface.

- ✦ Therapy is about healing; Coaching is about achievement
- ✦ Therapy is about understanding; Coaching is about action
- ✦ Therapy is about safety; Coaching is about momentum
- ✦ Therapy is about progress; Coaching is about performance
- ✦ Therapy is about protecting; Coaching is about attracting
- ✦ Therapy is about resolving; Coaching is about creating
- ✦ Therapy is about getting closure; Coaching is about creating new openings