Who uses Coaching?

Every great actor, dancer and athlete credits most of their career progress to a coach or a series of coaches who gave them a supportive push along the way. In the past, our society has celebrated the concept of coaching in sports and show business, because those were fields where excellence and transcendence were expected. What field could be more important to have excellence and transcendence than your Business? Because of coaching, today's small business owner has the same opportunity to explore the upper limits of his or her greatness as does a sports professional or an actor. Coaching makes that opportunity a conscious part of one’s business. Coaching allows a person to experience the full potential of human performance.

* Anyone who wants to move to the next level of performance
* Anyone who is doing the “right things”, but just doesn’t get the results they want
* Anyone who is dominated by worried, fearful thoughts about their life and business

What are the benefits of Coaching to my business?

* Doubling your profit
* Increase sales teams results, bring the low performers up to the level of your best ones
* Help team members change “who they are being”
* Create a culture of contribution and vision. People will get engaged and contribute. (Think of The Pike Place Fish Market… they are a product of coaching)

Why wait for another crisis?

People usually save what's best inside them for a major crisis. They don't fully wake up to their capabilities until they absolutely have to. Coaching is a gentle and interesting way to keep those capabilities in action… every day. The object of coaching is to allow the person to discover his or her hidden strengths and bring them to the forefront in the daily life of the business. Coaching focuses on the inherent talent and potential of the client to transcend the idea of simply doing an "okay job" and enter the realm of the extraordinary.

Why use Business Coaching?

There are a number of benefits and reasons for a Business owner to use an Executive Coach in light of today's fast-changing world:

**1. BUSINESS SYSTEMS- To help identify what systems in the business are producing the current results**

Understanding and using even this one idea will give you an unfair advantage over 98% of your competition. ***Every result you see in your business is the result of a system.*** It can either be a physical process or a system of thought. Not really, because even under your physical systems are systems of thinking. The systems producing your current results are *the perfect systems* for producing those results. If you don’t like the result, change the system. You don’t have to go after the person involved and make them wrong, and don’t make yourself wrong. It’s the system. Identify the system, and change it. It’s the system that is producing your results… but only 100% of the time! Understanding this makes for business breakthroughs. You will be operating from the place that will allow you to *double* your results. When you play the blame game with yourself or your people you create negative emotions. Negative emotions are the biggest impediment you face in having a successful, smooth flowing business and life. Behaviors and attitudes are products of thinking. Managing peoples behaviors and attitudes never works. It cannot work, because you are trying to fix a product, not what is producing the product. It’s like trying to cut down a tree by hacking off leaves instead of cutting the trunk. To change to behaviors or attitudes, you have to change thinking. Understanding the role of thinking systems in business is the foundation for all business breakthroughs.

**2. LEVERAGE- To increase one’s ability to obtain and enjoy success**.

A Coach works to double a persons results, time leverage and effectiveness. This is particularly important in a world of ever-increasing change and information overload. The Executive Coach coaches toward simplicity and a comfortable sense of organization.

**3. COMMUNICATION- To improve the way a Business Owner learns**

Character, communication skills, and listening ability are more vital today than ever before to a owner as the public and company employees expect more contact and compassion. This, plus the increased use of virtual communication methods, requires the personal side/real-person side of the owner to come through in order to maintain leadership-by-inspiration vs. leadership-by-intimidation.

4. **BRAINSTORMING- To have creative discussions of ideas that lead to profit or solve problems**

Often, the highest goal strategies set by the business are conceived during an open discussion of ideas. Most owners don't take any time for this type of creativity, nor do they have an objective, non-threatening "listening partner" for it. A Coach provides the environment in which an executive's game plans are respected and expanded. Profit, rather than fire-fighting, becomes the focus.

5. **OPINION - To get an opinion from someone who has no politics in the company**

Everyone you work with, including a spouse, has a separate personal agenda. This self-interest is normal, but may lead to a lack of objectivity and may encourage a "not invented here" culture. A Business Coach is the only person the owner has whose only priority is the business owners own growth.

6. **OUTLET - To have a safe, and confidential mentor with whom to explore frustrations**

Pent up frustrations, anger, and disappointments impair good judgment. Every owner needs a special person to complain to, vent, and with whom to talk things out.

7. **MIRROR- To illuminate what the owner can’t or won’t see**

Other people tiptoe around you. A Coach has no problem pointing out what he or she sees.

"Success finally happens when you decide not to go it alone .....when you decide that strength comes from asking for help, and weakness comes from isolating." Steve Chandler from “Reinventing Yourself”

*“The paradoxical power of setting your ego aside and seeking help is that it suggests strength, not weakness. It means you are committed to an outcome. Most people are not fully committed to success; they are only committed to looking good in the eyes of others.”*

*P144 “9 Lies that are Holding your Business back...”*

“The significant problems we face cannot be solved at the same level of thinking we were at when *we* created them.” Albert Einstein

I came to realize that men build themselves personalities as they build houses- to protect themselves from the world. They become its prisoners. And most people are in such a hurry to hide inside their four walls that they build the house too quickly. Colin Wilson

For good or for ill, Self concept is destiny. Nathaniel Branden

Our perceptions determine our behavior. Lindsay Brady

When we think the problem is out there… that thought is the problem. Stephen Covey

Desire is the starting point of all achievement, not a hope, not a wish, but a keen pulsating desire which transcends everything. Napoleon Hill

NO ONE IS COMING!!!  Because no one needs to come. Nathaniel Branden

No one else can do it for you. No one else can save you. The wonder of it is that we are required to become that which will save us. Cheri Huber

Things do not change. We change. Henry David Thoreau

"I absolutely believe that people, UNLESS COACHED, never reach their maximum capabilities."

-BOB NARDELLI CEO, Chrysler, and Former CEO, Home Depot