



VISION TO GROWTH

WHAT IS ENERGY LEADERSHIP COACHING?



Everything you've wanted to know

What EXACTLY IS COACHING?

In its simplest form, coaching is about helping another person achieve their personal or professional goals. If you're like most people, you probably envision an athletic coach when you hear the word "coach", but they are two very different relationships.

A sports coach assists athletes in developing to their full athletic potential by analyzing their performance and providing instruction for relevant skills. A professional coach, on the other hand, helps their clients find clarity from within, overcome challenges with their own solutions, and ultimately accomplish their goals on their own terms.

Coaching, at its very best, is about helping people make profound and lasting shifts in their lives by pushing them to dig deeper so they can unlock their true potential.

It's becoming the best version of YOU.

"Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential." - International Coaching Federation (ICF)

ICF is the coaching industry's governing body. It sets standards, core competencies, and a code of ethics for coaching and training schools alike.



Discover the different types OF COACHING

Coaching isn't a one-size-fits-all approach. Take, for example, two different personal trainers helping their clients "lose weight". Each can have the same end goal while following completely different methodologies to accomplish them.

While one trainer insists that her client follows a comprehensive workout routine, the other encourages his client – who cannot get to the gym 5x a week – to consider other lifestyle adjustments. The second trainer puts the decision in the client's hands – who ultimately decides he can cut down on coffee creamer and spaghetti dinners.

Fundamentally, both trainers understand the foundation of the issue – that the number of calories consumed exceeds the number of calories burned – but both employ very different approaches to solving the problem.

Traditional Coaching


Traditional coaching methods focus on helping individuals, couples, groups, or organizations to clarify their goals, create action plans, and hold them accountable to the plan. In this sense, it can be likened to a personal trainer. Instead of the body, the focus is on the client's life, relationship, or business. Rather than a workout routine, a coach provides their clients with accountability, and encouragement. While this is effective to get the ball rolling, this approach often results in short-term benefits...

...Why?

Because people often limit their own potential. Many people put limitations on their goals or lessen the accomplishments they want to achieve. They do this in the interest of being "realistic" or "practical"... and, for some, the mindset is so ingrained that it's unconsciously done. In reality, they may have no idea what they are capable of and are simply afraid of disappointment.



Unfortunately, as a side effect, some individuals have grown accustomed to feeling successful by just lowering their expectations for themselves – or worse, setting no goals at all. Others may have enthusiasm and are great at constantly taking action, but are unable to figure out why they repeatedly fail to achieve the result they desire.

 This is why traditional coaching often results in short-term benefits. It doesn't seek to identify the **hidden blocks** that cause people to fall short of their goals or desires. It doesn't get to the underlying cause behind self-limitations.

Without recognizing and resolving those inner roadblocks, the client will likely fall back into the same patterns of behavior, destined to repeat their old habits, routines, and actions over and over again. Traditional coaching methods can and do deliver results, but the question becomes, "will they last?"



BEYOND TRADITIONAL COACHING: *Transformative Coaching*

Where ordinary coaching leaves off, transformative coaching digs deeper into the underlying causes of an individual's challenges. Skilled coaches take on the role of raising the deeper questions that a person may not otherwise ask themselves. They challenge their clients to think bigger and to question the "story" they've sold to themselves. And, they're able to present this kind of challenge constructively, with finesse, in a way that is receptive to their clients.

With the proper training, a masterful coach can help their clients become more aware of their internal world: namely, their driving motivations and self-limiting factors. Once aware, the coach can guide them in making permanent and **profound shifts in the way they approach their problems, their goals, their world, and those around them.**

In this way, a transformative coach forges lasting, sustainable change with their clients. They empower their clients to create the results they desire – ultimately helping them be the agent of change in their own lives.





What COACHING ISN'T

Coaching is sometimes confused with other one-on-one forms of personal support such as consulting, mentoring, training, or therapy.

COACHING ISN'T CONSULTING

Consultants improve situations; coaches improve people.

Clients hire a consultant (an external expert) to help them define their problems and formulate solutions. The consultant is usually viewed as the expert in what needs to be done and may go so far as to implement the solutions they recommend.

In contrast, a coach doesn't have their own agenda and doesn't use their personal experiences as a model of success for their client. The coaching methodology views clients as the "experts" in their own lives and businesses. A coach does not tell a client what to do but rather **facilitates the client in discovering their own answers.**

It might seem more expedient to just deliver advice, but research shows that people are much more likely to take ownership of, and follow through on, ideas that are their own, and thus, **get the outcome they desire.**



COACHING ISN'T MENTORING

A mentor says, "follow me." A coach reveals where the client is standing on the map and asks, "where shall we go next?"

Mentoring can be likened to serving as a wise role model. Mentoring is usually about helping the mentee to emulate the mentor's own success. A mentor is often chosen because they have traveled the road the mentee wishes to follow.

Unlike mentoring, where the mentee attempts to follow in the mentor's footsteps and emulate their decisions and style, coaching techniques are designed to help individuals **find their own path** and discover their own strengths, skills, and blind spots. After all, just because one person was successful doing something one way, it does not guarantee that everyone will be equally successful following the same path, the same way.

A coach can certainly have valuable experience and insight in the client's field, however, their value lies not in their technical expertise but in the ability to help a client **draw from within their own experience** and wisdom as they move ahead.

Coaching is about **guiding** individuals or groups as they set and reach their own objectives. Unlike training, there is no clear path or set curriculum; it is less linear and more organic.

COACHING ISN'T THERAPY

Therapy examines the past to help a client cope with the present. Coaching builds on the present to create the future.

Generally, therapists work to move their patient from a state of dysfunction to being a fully functional individual. Often this centers on resolving conflict within the individual or in a relationship, overcoming past issues, healing trauma, and sometimes managing mental illness. Therapy, therefore, must often deal with the past so that a patient can exist in the present.

Coaching clients, in contrast, are already working at a functional level. They're on their feet, they have goals in mind, and it's the coach's job to help them see past the inner obstacles holding them back and empower them to take action so they can **perform at an optimal level**.



COACHING ISN'T A BEST FRIEND

A best friend has opinions and an agenda. A coach has a process.

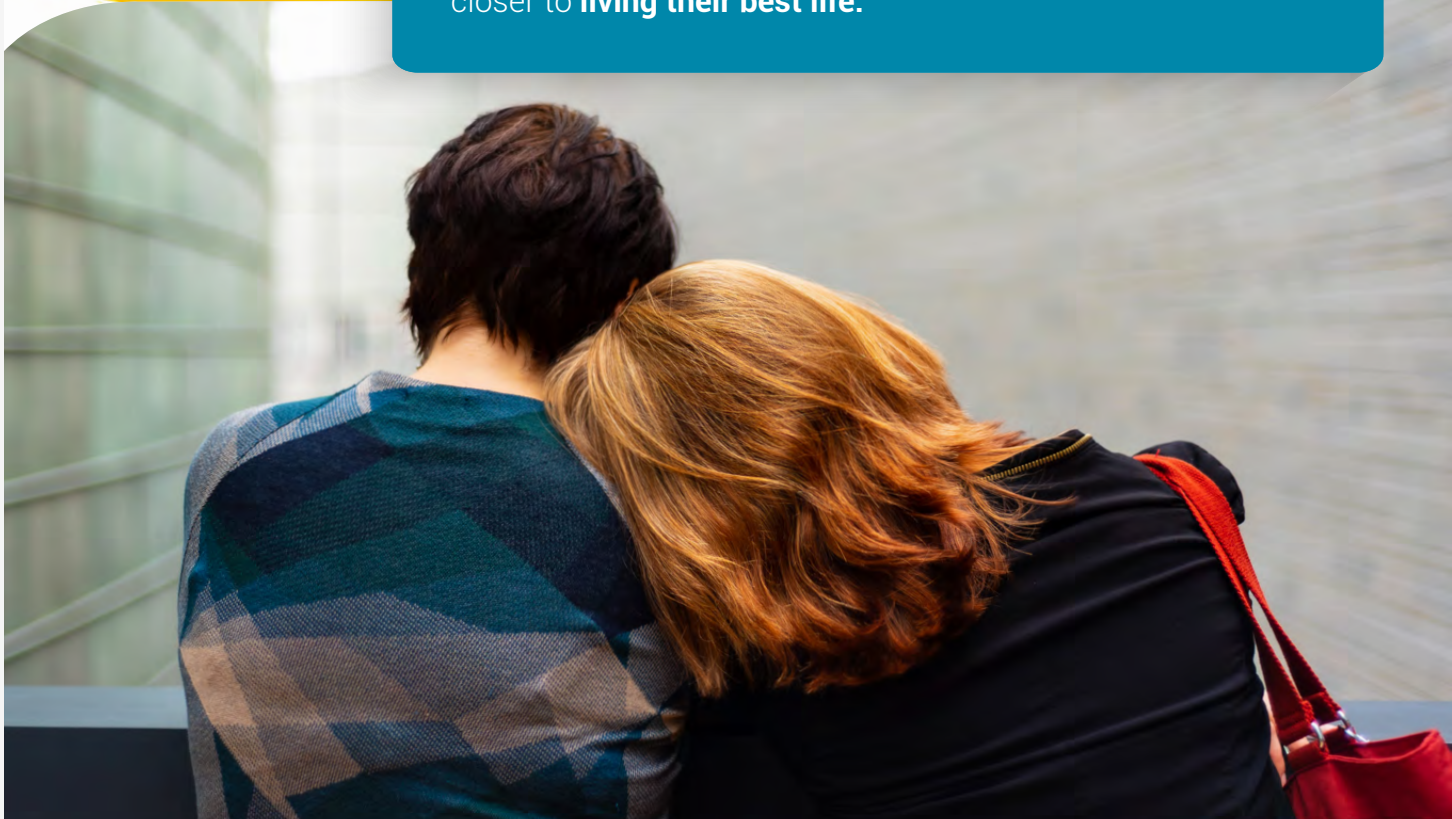
Often times, the words a client uses to describe their relationship with their coach can make it sound like their coach is a best friend, a confidant who serves as a sounding board and trusted advisor.

But there's a **big difference** between a best friend and a coach. When you talk to your best friend about something you're struggling with, your friend will likely have their own opinions and judgements about the situation. It's possible that they'll have their own agenda in counseling you – and, even if that agenda has your best interest at heart, it's still what your best friend thinks is best for you.

Your best friend is probably not a trained professional who you can trust to work with you on the most important aspects of your life (without injecting their own personal advice.)

The coaching relationship is truly a **collaborative effort** that is solely based on what the client wants, and what they think they want to do. Coaches are professionally trained to be completely objective and non-judgmental.

They're **not attached to any outcome** or decision their clients make, and they're able to provide guidance and tools that help their clients implement solutions so they can get one step closer to **living their best life.**



Does COACHING WORK?

"Coaching is profoundly beneficial in the eyes of companies and individuals who hire a coach, with 99% viewing it as "satisfied or very satisfied" and 96% stating, "they'd repeat the process."

[ICF Global Coaching Client Study]

Clients often continue with coaching as long as they remain satisfied with their progress and enjoy the benefits of the relationship. That is something else that sets coaching apart from consulting – it's a relationship rather than a transaction. Instead of working to solve just one set of problems as a consultant, a coach helps clients navigate the totality of their personal and/or professional world. That is what makes it extremely satisfying for both the client and the coach.

When a client works with a coach, they gain self-awareness and a fresh perspective on their personal challenges, ultimately improving their:



Self-confidence



Relationships



Communication Skills



Life/Work Balance

The improvements are not limited to the individual, either. Numerous in-depth studies by the International Coaching Federation (ICF) reveal that employers and coworkers can also benefit in the following areas when one works with a coach:

- **Work Performance**
- **Business Management**
- **Time Management**
- **Team Effectiveness**



33

A third of all Fortune 500 companies utilize Executive Coaching as standard leadership development for their elite executives and talented up-and-comers. *Source: The Hay Group*

86

Individuals increase their **productivity by an average of 86%** when training is combined with coaching, compared to just 22% with training alone. *The Personnel Management Association, internal report*

01

For every \$1 invested in Executive Coaching, companies surveyed received an average return of \$7.90. *MetrixGlobal LLC*

86

86% of companies rate their ROI favorably for their investment in coaching, stating that the investment at least paid for itself.

221

ROI figures for coaching have been reported at estimates of:

○ **221% Phillips, 2007**

545

○ **545% McGovern et al., 2001**

788

○ **788% Kampa-Kokesch & Anderson, 2001**

700

Figures of between **500% and 700%** commonly reported as being a reliable ROI for executive coaching. *Anderson, 2008*

