

# What is Coaching?

A PROFESSIONAL COACH IS A PERSONAL CHANGE EXPERT. Coaches help people like you grow faster, perform at a higher level, understand themselves more deeply, and live with greater purpose and fulfillment. In the same way that a personal trainer helps a pro athlete maximize performance, a personal coach can help you get the most out of life.

## What Happens in a Coaching Appointment?

Coaching appointments begin with a chance for you to report on your progress, and end with a clear set of action steps you choose to take in the week ahead. But what is that essential spark between you and your coach that makes the relationship so transformational? Below are four facets of the power of coaching:

- **Coaching is a Transformational Conversation.**

The biggest surprise for first-time clients is realizing that the coach isn't there to give advice. Instead, powerful, incisive coaching questions stimulate you to examine the things in life that matter most from new angles. A coaching conversation can transform the way you look at life.

- **Coaching is a Transparent Relationship.**

A coach is a friend and confidant, your greatest supporter, and someone who knows you well enough to call out the best in you. A transparent relationship with your coach frees you to go to places you've never gone before.

- **Coaching is a Support System for Change.**

With support, encouragement and accountability from someone who believes in us, we can do far more than we'd ever accomplish alone. A coach helps you stay on track, overcome obstacles and convert your want-to into concrete steps that get in your date book and get done.

- **Coaching is Continuous Leadership Development.**

Coaches don't give solutions: they help you solve your own problems. Coaching is helping you learn instead of telling you what to do. By leveraging every situation to build your capacity as a leader and a person, coaching prepares you to conquer much bigger challenges in the future.

*“Coaching is unlocking a person’s potential to maximize their own performance. It is helping them learn rather than teaching them.”*

*Sir John Whitmore*



**Transformational  
Leadership  
Coaching**

## What Can I Work on with a Coach?

The answer is, “Just about anything!” Increased performance, discovering your destiny, getting organized, regular exercise, slowing down, turning a dream into reality...you only need to answer the question, “What do I want to accomplish?”

Coaching works in just about any area because it is about helping *you* learn. A coach is not an expert advising you in a particular field (that's consulting), or someone more senior who's showing you the ropes (that's mentoring). Coaches are *change experts* who help *you* find the solution for your unique situation.

So if you want more from life—more growth, greater purpose, maximum performance—look into what a personal coach has to offer!