



# COACHING

## WHAT IS COACHING?

### Welcome

Congratulations for embarking on this journey! I look forward to working together and supporting you in **living the life you were created to live!** This document is designed to help you understand the nature of coaching and how to get the most from our partnership.

### What Is Coaching?

Coaching is quickly becoming one of the leading tools that successful people use to live extraordinary lives. Through weekly coaching sessions, my clients identify what is most important to them and align their thoughts, words, and actions, accordingly. As your coach, I work with you to identify what you want personally and professionally, and support you in achieving a life that you really want and love. Having a life you love starts with gaining clarity on your values, enabling more meaningful choices and consistent action. Your commitment to your life through coaching offers a means for more balance, joy, intimacy, energy, financial abundance, focus, and action in every area of your life.

### As Your Coach I Will:

- Encourage you to set goals that you truly want
- Ask you to do more than you may have done on your own
- Help you focus better in order to produce results more quickly
- Provide you with the tools, support, and structure to accomplish more

### 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-oriented and focuses primarily on the present and future. As your coach I enable you to determine your own “answers” through the work done in our coaching partnership.

### Who Works With A Coach?

Entrepreneurs, business owners, professionals, and people in transition are some of the people who typically work with a coach. Regardless of their professional endeavor or place in life, all of my clients have one thing in common: they are all successful, resourceful, and intelligent individuals who want to get even more out of their lives.

What professional athlete hasn't used a coach to win? Tiger Woods is already one of the best, and yet he understands the value that comes from having someone work directly with him, someone to point out things he can't see, someone to keep encouraging and challenging him to achieve his greatest potential. That's who I am for you. Coaching is like having a personal trainer for your life!



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## Benefits Of Working With A Coach

Coaching is proven to work when two factors are present:

The client is willing to learn, grow, and take action

There is a gap between where he/she is now and where he/she wants to be

That's all that is necessary for a successful coaching relationship where you can develop the right strategy, implement a plan of action, and achieve your goals. Anything is possible within our coaching relationship. With a coach you can:

### **Take More, Better, and Smarter Actions**

Our first task together is to find out exactly what you really want for yourself. Once you create objectives that are clearly in line with your personal values and professional vision, you are much more likely to naturally and consistently take actions to reach them.

### **Have A Balanced Life, Which Works Well**

Professional success is maximized when you enjoy a sense of personal fulfillment and life balance. We will discuss how to be selfish yet responsible, and how to carve out enough time so your life outside of work is exactly the way you want it to be.

### **Make Better Decisions**

I will help you become focused as you share ideas with me. I will understand you and be subjective enough to want a lot for you, yet objective enough not to be biased or self-serving. You'll also find that just talking about your options with someone who really listens is often enough to clarify things.

### **Reach For More — Much More**

When you have a partner you trust, you will reach for much more because you can afford to. Are you ready to think big and really live your life fully? I am a partner who will enable you to take your life wherever you want it to go.

### **Make And Keep More Money**

Most people are worth a lot more than they are making. Are you happy with your financial situation? If not, we can look at your beliefs about money and address whatever is keeping you from experiencing financial abundance.

### **Have More Sustainable Energy**

Together we'll identify the things that drain your energy, and create a long-term strategy to eliminate them. In addition, we'll focus on the things that give you energy, and explore how to maximize their impact. When you're happy, productive, and free from tolerations and problems, life is a lot more fun!



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## How ATS Coach Clients

As your coach, I will inquire, encourage, advise, challenge, make requests, and listen for your truth so that you remain aligned with who you are, your goals, your values, and your vision. My focus will be completely on you and what you want in life; I stand for you first and foremost, not just your goals.

The coaching relationship is designed by both of us, and may be refined through ongoing two-way feedback. Even though I am committed to the journey, you will ultimately be responsible for actions taken (or not taken) in your life throughout the process.

### **I Expect Your Best**

We should only be working together if you are ready to do and be your best. If you are not doing your best, I will ask you to do so. If you cannot be your best at the moment, I will understand and do what I can so that you can be heard, loved, and set back on your path.

### **I Make Specific Requests**

From time to time, I will make a direct request, such as "Will you accomplish X by the end of the month?" You may accept the request, counter-offer (e.g.: "I can't do X, but I can do Y") or decline (rare). I will always support you, whichever way you respond.

### **I Give Advice**

If I am sure of the situation, and you are open to it, I will make specific suggestions on how to handle a problem or go for an opportunity. If I am not sure, I will say so. Regardless, use the best of what I say and use your own judgment.

### **I Am Direct**

When I hear a funny tone in your voice or notice something amiss, I will ask you about it. Often, it is these small moments that offer the chance to resolve something. However, I will not confront you; I will merely invite you to take a closer look.

### **I Give Homework**

I typically ask you to determine two or three goals or actions to focus on between our calls. If I am pushing you too much, say so. If you want to be pushed harder, just ask.

### **I'm Here for You**

I want to hear it all. If you have a personal problem, are upset with something (even me or the coaching), are just starting to realize something big, or can't wait to share a breakthrough, please call or e-mail me — anytime.



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## How to Get the Most from Coaching

I want you to benefit greatly from our coaching calls and the time in between. This guide briefly outlines some of the things you can do to maximize the value of your coaching experience.

### Focus On What You Really Want

Coaching works best when you have clear goals that are based on your true values. First, I encourage you to deeply consider what you want your life to look like. Then, identify the gaps between the way things are now and how you would like them to be. Many people struggle with this, so if you are unsure about what it is you really want to achieve, coaching is an excellent tool that can provide you with greater clarity.

### Get To Know Yourself Newly

Working with a sensitive and empathic coach is a healthy way to grow. Most clients hire a coach to work on specific goals, and much of the time focus on these objectives. Yet, with coaching, many clients discover new parts of themselves, and find they can adjust their goals to be more in alignment with who they really are. This discovery process is natural, and you do not need to concentrate on it, just realize it will likely happen. Accelerated personal and professional growth is the hallmark of coaching.

### Double Your Level Of Willingness

Part of working with me as your coach is that I will ask a lot of you. Not too much I hope, but perhaps more than you may have been asked recently. I request that you be willing to experiment with fresh approaches and try new beliefs. I will invite you to tell the absolute truth, raise your personal standards, and set higher goals. Ultimately, you need to decide what is best for you; however, the more willing you are to grow, the greater the benefits from coaching.

### Come Prepared To Each Coaching Call

To get the most value out of the coaching session, I request that you prepare a written agenda for each call. Many of my clients use the provided "Coaching Prep Form." This does not have to be a big, time-consuming event, but usually only requires 10-20 minutes. Investing that small amount of time to prepare for the call and faxing or e-mailing an agenda to me beforehand, will have a huge impact on our session.

### Do Your Homework

Each week you will decide on the actions or goals you want to focus. I expect you to keep the commitments you make and will work with you to make sure you are setting worthwhile, realistic and achievable objectives. If you know that a busy week is ahead, your homework might be as simple as thinking about a new perspective. If you have more time, you might decide to handle a big task. Regardless, I will hold you accountable and encourage you to do your best.



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## **Policies & Procedures**

### **How We Will Meet**

We will meet by telephone for 30-45 minutes, three times each month. We will typically schedule our calls for the same time and day of the week for three weeks in a row. Weeks that we do not have scheduled calls are an excellent time for you to put extra time and effort into achieving your objectives.

### **Changes / Cancellations**

I request that you make our scheduled coaching calls a priority. On the rare occasion when you need to reschedule, please let me know at least 48 hours in advance. Except in the case of an emergency, you will be charged for last minute cancellations or missed calls.

### **Extra Time**

Please call or e-mail me between calls if you cannot wait to share a success, need advice, have a challenge, or just want to check in. I have time between our regular calls, and enjoy providing this extra level of service. I do not bill for this type of additional time, I only request that you keep extra calls to a maximum of 5 to 10 minutes each.

### **Initial Coaching Period**

I recommend you commit to coaching for a minimum of three to six months. The benefits of coaching build over time. In order to make this experience as valuable as possible, I encourage you to make this commitment to yourself.

### **Confidentiality**

It is important for the integrity and value of our coaching relationship that we are open and honest with each other. In this light, what we discuss will remain completely confidential.

### **Referrals**

Many of my clients have come to me by referral. If our coaching has enabled you to generate the results you want in your life, I ask that you please share your coaching experience with others, and refer me to anyone you know who might be interested in what coaching has to offer. I will happily conduct a complimentary 30-minute coaching consultation with anyone you refer. For each referral that signs up a 20% discount will be applied a se