

# A TIGNEY SOLUTIONS INSTITUTE COACHES STRATEGIC MASTERMIND GROUP SEPTEMBER NEWSLETTER

COACHING TIP  
Mentor Coach Shezetta

## I'M A CERTIFIED COACH, NOW WHAT! Part I

I've had my coaching certification for approximately 5 years. At the time of my certification I was qualified and completely capable of coaching individuals and organizations, yet I had no idea of what to do next. There were so many specialties in coaching at that time and my certification was also directed in a specialty however I needed to see if I truly had the passion for that type of coaching or if I needed to explore other specific avenues for coaching.

I had to determine the follow:

- Who I wanted to coach?
- How I wanted to coach?
- Did I want to turn this into a practice?
- Did I want to partner with other coaches and share a practice?
- What area of coaching did I have an expertise in and a passion for?

I have wrestled with all of questions and was only able to answer some of those questions. I knew I wanted to develop a practice, I knew that this was my passion to empower individuals, but my demographic was a little challenging. I didn't know if I wanted to work specifically with women or all of humanity.... I mean really, where was my passion?

**Questions?**  
Contact Chanise Gilliam at A Tigney Solutions Institute. Access all tools and previous CSMG recordings directly through her.



## I'M A CERTIFIED COACH, NOW WHAT! Part II

As a new coach, I coached everybody! I coached the old, the young, male and female. I coached in group settings and individually. In doing so, I recognized that a certain type of person was attracted to me and my style of coaching. Ultimately, out of this fluidity in coaching, my passion began to reveal itself. It then began to shape who I targeted and the purpose for it. Marketing became easier because I discovered my niche and was able to market based on my true passion for empowering the RIGHT audience.

At some point, my niche may expand or even change.....and I will know how to approach building the right practice to fit that natural niche for myself.

Quick tips.....

- Begin by asking yourself the questions above. Get as many answers as you can.
- Then get to coaching.... any and everyone; Individual and groups. See what specialty and passions come to life as a result of your deep dive into what you were trained to do.
- Let what comes from that place, begin to guide your development. Whether you want to build a practice or work within an organization.....use what you have learned from within to help you connect with that particular audience.
- Allow that authentic expression to continue to build and create the coaching environment that you want, and that people will be drawn to.

If you seek, you will find it. Now is the time to intentionally explore your niche'.



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