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WHO CAN BENEFIT FROM COACHING?

Any individual who wants to...

- Create change now!
- Get more out of life
- Be the best they can
- Have greater self-esteem
- Improve communication with others
- Get better results in some area of life
- Take it to the next level
- Be a better parent
- Resolve conflict easily
- Eliminate shyness
- Feel more self-confident
- Feel accepted and understood
- Mend a dysfunctional relationship
- Earn more money
- Have greater job satisfaction
- Have clear direction in their career
- Hire great staff
- Be a more effective team leader
- Achieve greater business success
- Improve their sales figures

WHAT WILL YOUR COACH DO?

- Help you Structure your life the way you want it to be
- Target specific areas of your life you want to change or improve
- Assist you to Discover the obstacles and challenges before you
- Guide you on a course of action
- Hold you accountable for your actions
- Believe that you're 100% capable of achieving your goals
- Commit 100% to your success

WHAT WON'T YOUR COACH DO?

- Tell you what you should do
- Offer therapy or counselling
- Allow you to make excuses
- Give up on you
- Work with anyone who isn't 100% committed to making a change now

EXPECTED OUTCOMES FROM COACHING

Personal Development Benefits

- Find your direction
- Gain clarity on your values
- Better goal setting
- Greater self-awareness
- Move your life in a positive direction
- Break through your past limits
- Free yourself of limiting fears
- Achieve your goals
- Greater control over life events
- Overcome challenges more easily
- Discover how to say 'yes' to yourself
- Embrace the uncertainty of life
- Learn strategies to get results
- Increase your confidence
- Release negative emotions
- Choose your emotions at will
- Structure your life the way you want
- Create empowering emotional states
- Move forward lightly & optimistically
- Make decisions easily
- Increase the choices available to you
- Identify what you really want
- Even better yet, GET what you want
- Be the person you know you're meant to be

Communication Benefits

- Understand what makes people tick
- Influence others with integrity
- Become more attractive to others and get more of what you want
- Improve relationships with the opposite sex
- Enhance personal and business relationships
- Create great rapport with anyone
- Greater communication effectiveness
- Actually enjoy speaking in front of a group of people
- Feel great about meeting new people
- Develop more powerful language
- Improve sales figures
- Earn more

NB: Your outcomes will depend on the program you choose and your level of commitment.

WHY WOULD I PAY FOR COACHING WHEN I CAN GET HELP FOR FREE?

Great question!

Have you ever found that you get what you pay for? The Australian government provides a referral service through your local GP for access to free assistance with a number of different service professionals. While some people find these services very helpful, the majority don't get the result they want.

I made use of this service some time ago and found that all I received was advice I've read in countless self-help books and not much more.

You're not broken and you don't need fixing! It can be so frustrating going over your challenges time and time again, knowing that nothing is changing. While it's great to have someone to listen to your problems, you want more than that. You want a guide to show you *how to change*, to move forward and get results now.

Many people think that in order for change to be effective, it's got to be difficult or take a long time. So they take the traditional path of sitting with someone for an hour every week, sometimes for years. They come out with an understanding of *why* they have certain feelings and behaviours, but without the tools to know *how* to change them. This is the focus of coaching – *how*. With the right guidance, change can be easy, fast, and enjoyable!

There are good and bad coaches. I've met many people who've wasted good money on ineffective coaching. Unfortunately, coaching is an unregulated industry and there are hundreds of unscrupulous individuals offering coaching of one form or another who have no formally recognised training and who give the whole industry a bad name. There is a widely held perception that coaching doesn't work. And that's right. Coaching doesn't work if it's delivered by someone who hasn't been properly trained! Again, you get what you pay for.

HOW DO YOU KNOW WHO YOU CAN TRUST?

Choose a coach who...

- has completed a nationally recognised training program,
- continually invests in training and their own personal development,
- has their own coach and mentors,
- guarantees the results they promise
(You're investing money well-earned and you deserve results!)
- you feel comfortable talking with – you'll be spending quite a bit of time together
- believes in you 100% and makes you feel great to be around
- speaks in an empowering way
- has great testimonials from past clients

Look at their track record. What results have other people had? What are other people saying about your coach? It pays to do your research. When you find a great coach, the investment you make in coaching will be one of the best things you ever do.

HOW IS COACHING DISTINCT FROM OTHER SERVICE PROFESSIONS?

The following is an excerpt from the ICF website (International Coaching Federation)

Professional coaching is a distinct service which focuses on an individual's life as it relates to goal setting, outcome creation and personal change management. In an effort to understand what a coach is, it can be helpful to distinguish coaching from other professions that provide personal or organizational support.

Therapy...

Coaching can be distinguished from therapy in a number of ways. First, coaching is a profession that supports personal and professional growth and development based on individual-initiated change in pursuit of specific, actionable outcomes. These outcomes are linked to personal or professional success. Coaching is forward moving and future focused. Therapy, on the other hand, deals with healing pain, dysfunction and conflict within an individual or a relationship between two or more individuals. The focus is often on resolving difficulties arising from the past which hamper an individual's emotional functioning in the present, improving overall psychological functioning, and dealing with present life and work circumstances in more emotionally healthy ways. Therapy outcomes often include improved emotional/feeling states. While positive feelings / emotions may be a natural outcome of coaching, the primary focus is on creating actionable strategies for achieving specific goal in one's work or personal life. The emphasis in a coaching relationship is on action, accountability and follow-through.

Consulting...

Consultants may be retained by individuals or organizations for the purpose of accessing specialized expertise. While consulting approaches vary widely, there is often an assumption that the consultant diagnoses problems and prescribes and sometimes implements solutions. In general, the assumption with coaching is that individuals or teams are capable of generating their own solutions, with the coach supplying supportive, discovery-based approaches and frameworks.

Mentoring...

Mentoring, which can be thought of as guiding from one's own experience or sharing of experience in a specific area of industry or career development, is sometimes confused with coaching. Although some coaches provide mentoring as part of their coaching, such as in mentor coaching new coaches, coaches are not typically mentors to those they coach.

Training...

Training programs are based on the acquisition of certain learning objectives as set out by the trainer or instructor. Though objectives are clarified in the coaching process, they are set by the individual or team being coached with guidance provided by the coach. Training also assumes a linear learning path which coincides with an established curriculum. Coaching is less linear without a set curriculum plan.