

# HOW IT'S DONE



## Frequently Asked Questions About Coaching

### What is the difference between coaching and consulting?

*“Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”* – as defined by the Worldwide Association of Business Coaches (WABC)

Coaching is about growth and change on a personal level, whereas consulting is about change in process and procedures and solving problems. A coach’s role is to help people solve their own problems whereas a consultant recommends changes that will solve the problem for you.

A coach can help improve clarity and focus about who the client is and who they could be. Metaphorically, coaches work with a “compass.” It is about [direction](#).

Consultants are about managing. They use “maps” rather than a compass; they are about getting things done and following a process to create or improve systems; it is about [results](#).

The key point is to know whether coaching or consulting is needed. Most organizations can benefit from both. The primary question is: are your systems, processes and procedures the problem, or are you the problem?

### Who hires a coach?

Anyone who wants to:

- Move towards a more desirable future, personally and professionally
- Accelerate growth and improve results in life and career
- Grow and reach their fullest personal potential
- Improve clarity, balance, joy and fulfillment
- Move away from ineffective patterns, people and situations

### Why Coaching?

A certified, professional coach follows a process that is designed to connect all the dimensions of personal and professional success to create a unique path that’s as unique as you. A professional coach works with you in all dimensions of your life. Your business and your life are not just a chest of drawers to compartmentalize.

The goal of coaching is to offer and provide a better way to approach and realize personal peak performance. It all starts with your thinking. Some coaching programs focus on events such as seminars, books and CD's to help people set goals and modify their behavior. Usually, it is all tactical and short-term. While fundamentally good, their effectiveness is limited by their thinking. Everything starts with our thoughts; what we say to ourselves determines our choices, and subsequently our results. The **MindScan** thinking assessment accelerates the coaching process by 3-6 months compared to other coaching services. This self-awareness empowers people to discover what they really want and the compelling "**why**" behind it. Just because we work hard does not mean we will succeed. The reality is, we can work hard, be disciplined and stay focused while looking for a sunrise in the west and it's not going to happen. We must start with the core person and understand who we are and not try to be someone we are not, or someone whom we think we are or could become.

### **What happens when you hire a coach?**

- You take yourself more seriously
- You take more effective and focused actions immediately.
- You stop putting up with what is dragging you down
- You create momentum so it's easier to get results
- You set better goals that you might not have without the coach

*It's about accountability!*

### **Does coaching work on personal goals or business/professional goals?**

Both! With the line between personal and business life often blurred, the coach can help you blend all aspects of your life. How many people do you know who feel guilty at work because they are not at home and when they are at home, they feel guilty because they are not at work?

### **Where does the coach focus with an average client?**

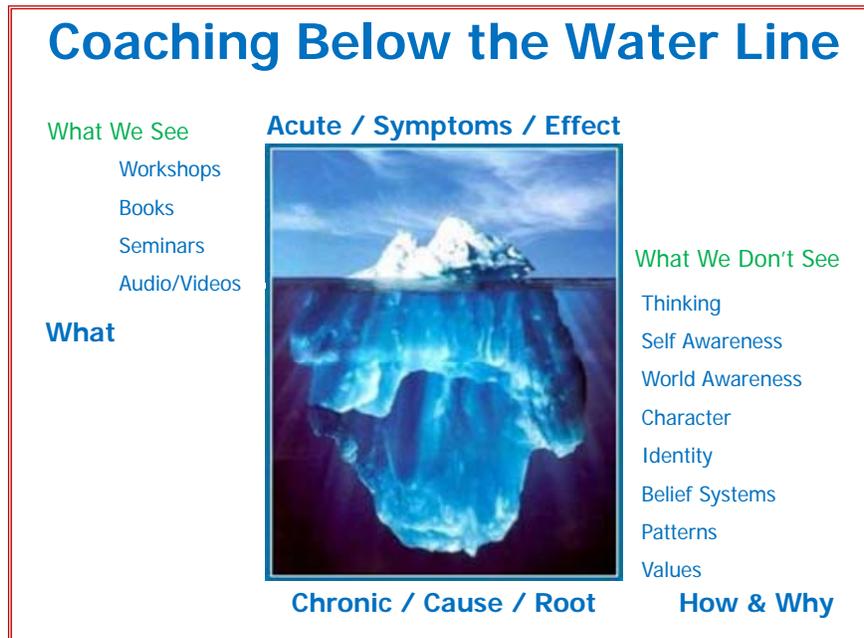
Coaching provides a structured discovery process; it can focus where the client needs help the most. The first priority is to understand who the client is personally and strengthen that foundation. Coaching can help the client move from scarcity to abundance, emotionally and tangibly. At the same time, coaching can help the client discover their true desired outcomes - where they want to be. We call this two-part launching pad "**Self Discovery and Outcome Clarity.**" From there, we help the client develop a plan to move rapidly in the desired direction leveraging goals, new thinking skills and continuous improvement. Along the way, we help the client have fewer problems, a lot more joys and a focus on what's going to make them the most successful.

## Why does coaching work?

Coaching works for several reasons:

- Synergy between the coach and client creates momentum.
- Better goals are set -- ones that naturally pull the client toward the goal rather than goals that require the client to push themselves to the goal.
- The client develops more awareness about him/herself; more clarity about where they want to go and develops new skills that translates into more success.

Coaching is about working below the waterline. Coaching is not an event. It is not the next best practice, book, CD, seminar or workshop. Coaching is an ongoing process that focuses on a mission and a vision. Understanding attitudes and beliefs is central to creating the right strategies and tactics as well as creating the metrics to track progress. It is about aligning one's life with their mission and vision



Ed Howat, Jr., CLU, ChFC, LUTCF, RCC • Addie Woods Consulting Co. • [ed@addiewoods.com](mailto:ed@addiewoods.com) • 651.405.6644

## Why is coaching becoming so popular?

Coaching is becoming popular for several reasons:

- Many people are tired of doing what they "should" do and are ready to do something special and meaningful for the rest of their lives. Problem is, many can't see it, or if they can, they can't see a way to reorient their life around it. A coach can help them do both.
- People are realizing how simple it can be to accomplish something that several years ago might have felt out of reach or like a pipe dream. A coach is not a miracle worker (well, they are, sometimes) but a coach does have a large tool kit to help the Big Game become a reality. Fortunately, people now have time and resources to invest in themselves in this kind of growth.
- A culture that values *independence* is moving towards one that increasingly values *interdependence*. We call it the "single warrior mentality." Simply put, we can do much more, much better and much faster with a coach helping us win the game of life.

## Please, give me some context about coaching.

A professional coach is like having a sports coach but more completely and in a much bigger way. Your coach will challenge you and will take the time to find out what living a successful life means to you. Your coach will be a confidant; accountability partner; mentor at times, friend on occasion and above all, you're most influential resource in fulfilling your real purpose. Your coach is someone to hold you accountable for choices you make, actions you take and results you create, making sure you really do live up to your potential.

As humans, we were designed to grow, mature and change. If we're not growing, we're dying. For many of us, the idea of more success, more money, closer relationships, a deeper feeling of meaning in life and more joy evoke mixed emotions. Thoughts like, "sounds good, but that's just not reality" or "I have it pretty good, why should I do anything differently" crop up and therein lies the limiting beliefs that will severely limit the boundaries of reality for you. When we think of reality, we typically think of the past and perhaps the present. Future reality is where the stretching really needs to happen. You've heard the saying, "whether you think you can or can't, you're right." The coach is trained to see the potential in you that you may not see in yourself. That's often times all we need, someone to see our true potential and help us see more within ourselves. It is the nature of people to want to attain more, become more, be more, and we all struggle with how to get what we're looking for.

Most people believe that "hard work and doing it on your own" are the keys to finding the life, success, money, or happiness that they seek. They believe that a price must be paid to attain what they want, and often that price is poor health, not having enough time to enjoy life, strained family relationships or lessened productivity. The saddest part is that, even though this effort may result in more of something, it is often not the something you had in mind, and you are back where you started, or worse, further from your real intentions.

Athletes and performers know about this trap. They know they need someone else, a trained someone else to help them set goals, discover real needs, and work effectively toward ultimate goals of excellence. So, they are willing to hire a coach or a teacher. No serious athlete or musician would expect to progress very far without one.

## The Wall of Opportunity

As we grow in our career we move through three phases **Dependency**, **Independence** and for some of us **Interdependence**.

**Phase I** is the beginning. The keywords are: survival, lack of control, mechanical, and process.

When we get to **Phase II**, we are more independent and the keywords are: products, technical, in charge and success. Sometime during this Phase many people hit a wall and have difficulty moving to the next higher level. This is called the Wall of Opportunity.

If we change our thinking and learn to leverage our resources such as support from other people, technology, processes and systems, we can break through and reach **Phase III**. The keywords in this Phase are: people-focused, creative, synergy, and fulfillment.



Larry Wilson, trainer and author said: *"I have to do it alone, but I don't have to do it myself."*

During **Phase I** we need a manager and a mentor, During **Phase II** a consultant and a coach. In **Phase III** we need a clearer vision and mission; a coach and more accountability.

## What about people who are already doing great in their lives. Why would they need a coach?

It's not about "needing" a coach. The question is do they want something more out of life... a greater sense of destiny, vision or purpose? Are they tolerating something in themselves or their lives? Are they doing what they enjoy doing the most? Are they missing out on significance because the illusion of safety and seduction of comfort hold them hostage? Are they going to be financially independent within the next 15 years? Do they have what they want most? We've discovered that, often, people need to expect more out of their lives. A coach can help in this process.

## Can I hire someone for just for a short-term to work on specific project?

Sure. Some clients hire a consultant to help them accomplish specific goals or projects. Very often, however, tasting the success of having outside help, they continue the work to accomplish even more or decide to work on personal and professional development.

## How long must I commit if I start working with a coach?

Expect to work with your coach at least 6 months because that's what it usually takes to achieve most big goals and see significant tangible results in their life and career. It is kinda like baking a cake; you need the right ingredients (synergy), the right temperature (motivation) and time.

## **What does it cost to hire a coach?**

We offer a variety of service levels and call frequencies depending on your needs and budget. For most people the cost of coaching is less than the revenue generated from one new client. What do you suppose it costs to not have a coach?

**Coaching is a partnership; the professional coach's mantra is:**

*"I believe in you, I am invested in you and I expect you to do your very best."*