



Why get Coaching?

"All clients are different, individual, unique. The reason why someone would work with a coach varies from client to client. It is probably more effective to experience a coaching session and to explore why you personally would work with a coach and what successes you would personally achieve, rather than to try to explain all the variations and benefits of coaching. Our first session is usually complimentary, because we know that clients really 'get it' once they have experienced coaching. This also represents true value, because by the time the client comes to the first 'paid' session they have already begun creating what it is they want for themselves. Transformation can occur within the first 30 minutes of the first coaching session.

Coaching means different things to different people. The only thing that is ever the same is the glow in the client's face when you see the light go on. Whether that is because they have tried to lose weight for 10 years suddenly they realise how it is important to them and how they will achieve it, or because a client who came to you as a waiter is now propelling himself towards the IT designer career he always wanted to have, or the client who has felt depressed who suddenly gets how to feel light, empowered and happy again.

What's really intriguing is that the reason that clients apply for coaching, rarely ever turns out to be the real thing that they get coached about. It is like the really big things that we want for ourselves are hidden and buried deep down inside us and we bog ourselves down with insignificant issues, or our reasons (excuses?) for not being able to have the things that we want and deserve.

I had a client who gave his need of wanting to get up the next rung of the corporate ladder. He was really successful and hungry for the next challenge. It turned out his real motive was for his family to have the best that he could give them. Through coaching he discovered that he was devoting all his time and energy in his career so that he could give the family everything he thought they needed, and the one thing that he was really needing and wanting to give them was his time. He was in this cycle of feeling guilty for not spending enough time with the family, and then working harder and longer hours to provide more for the family in order to compensate for not spending time with them. These days he isn't half as hungry for success and he's far happier with the results he gets.

That's the weird thing about coaching. It's like stepping out of life for a little while and having a real hard look at yourself and your environment for the first time ever. As soon as you can get a client to step back and get a feel of what is really going inside them, you've already got them 95% of the way to where they want to be. As soon as they have self-awareness and realise what it is that they really want, they start tapping into the resources within them and start to create their real dreams. It's like magic sometimes. As soon as they realise what they want – what they want starts manifesting right in front of their eyes.

I love the difference coaching makes to clients. It never ceases to amaze me just how deep or how fast the transformation occurs. It is as though clients have been sitting on a little island all their life and suddenly they find that on the next beach along from there, there is a ferry over to the main island. One minute they are living on bananas and coconuts and the next minute there are streets full of restaurants, cafes and bistros to choose from.

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Accelerate Now