

DO I NEED COACHING?



“Coaching is recognized as *the* vehicle for transformative change.”

WHAT COACHING IS

Coaching is a **collaborative process** by which the client and coach become **strategic partners** in the pursuit of the client’s goals.

The Discovery Phase (what needs to change?): clients are guided in *identifying* where they would like to create change. This is done through questioning, assessments and/or observations.

The Visioning Phase (what is possible?): the coach helps clients create *solutions and strategies* around attaining their objectives.

The Implementation Phase (let’s make it possible!): clients are *supported* in carrying out feasible action plans in order to generate positive changes in the pursuit of chosen objectives. Reviews and adjustments are implemented as needed.

The Evaluation Phase (did it work?): coach and client *measure* the impact of the client’s efforts through performance assessments, observations and feedback.

The Sustainment Phase (let’s make it last!): post-coaching options are available to assist clients in *sustaining* their success.

WHY COACHING WORKS

Achieving your goals is not always easy. Here are some of the underlying reasons why you may fail to attain your goals:

- setting too many goals at once
- lacking clarity in your goals
- not sustaining your motivation
- lacking confidence in your ability to create change
- being unprepared for potential barriers
- being influenced by nay-sers
- letting your fear of failure override your determination

Coaching is an opportunity to:

- get to **know yourself** better
- **seek answers** to your questions
- **identify solutions** to your challenges
- see your future in a **positive light**
- **take action** so that you are moving towards the attainment of your goals.

DO I NEED COACHING?

VIABLE REASONS FOR SEEKING COACHING

- I need to create change, some change but I don't know *where* exactly.
- I have a goal in mind but am unsure *how* to achieve it.
- I am facing a great *opportunity* and want to be as prepared as possible.
- I feel *unfulfilled, unchallenged or dissatisfied* with some part of my life.
- I have *higher aspirations* for myself but lack the necessary drive to get started.
- I don't know how to surmount the fear that is keeping me in my *comfort zone*.
- I have a particular *challenge* that I need help resolving.
- I feel a need to discover *who I truly am*.
- I want to improve my *performance/results* in some area of my work.
- I set *goals* but, more often than not, I fail to attain them.
- I feel I am not making the best use of my *strengths and natural talents*.
- I realize I have untapped potential; it's time for some serious *personal growth*.
- I am preparing for an eventual *promotion* or a more *senior role*.
- I want to identify what is preventing me from achieving a *greater level of success*.

MY PERSONAL LIST

Use the space below to write down some of the reasons why you feel you may benefit from coaching:

For more information on the process of coaching or to discover how our coaching programs can help you achieve your goals, please contact us at:

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