Welcome to another exciting edition of the International Coaching News (iCN) online magazine! Our 21st edition, themed Business Coaching, inspired by entrepreneurs to help owners of small and medium sized businesses with their sales, marketing, management, team building and so much more.

This edition is loaded with content on a variety of relevant topics. It focuses on latest business coaching models, resources, tips, techniques to help coaches & entrepreneurs to achieve business goals & potential. In this 21st edition, look out for the feature article ‘The 7 Success Principles for Making Money As A Coach’ by Sanae Floyd from the United Kingdom. Sanae enumerates her seven principles for the highly effective coaching entrepreneur. Another noteworthy article ‘Forgotten Tools for Business Coaching’ by Tina Leigh McDonald, shows some tools that can be used when coaching in business, that allows you to explore different personalities, learning styles, remember when we coach we often find that the person we are coaching can find it difficult.

For our Coaching Tools Section ‘The Language of Coaching - a Highly Transformative Coaching Tool’ by Beáta Kovács of Hungary, discusses language itself as an exceptionally influential coaching tool. ‘Make Your Message a Masterpiece Movement’ by Divya Parekh of the US, outlines steps on how you can market your coaching business to connect with potential clients, or how you can grow your coaching business. Each of our columnists, too numerous to mention, has taken some really interesting perspectives, and I would encourage a thorough read-through of this edition.

Just like all our other editions, this edition is not just an interesting read, but it provides you with helpful coaching tools, personal development ideas and professional development techniques to grow your business.

I hope you enjoy this issue and do let us know if there are any topics you’d like to see covered in the future.

Lovelia

Editor's Note

Welcome to another exciting edition of the International Coaching News (iCN) online magazine! Our 21st edition, themed Business Coaching, inspired by entrepreneurs to help owners of small and medium sized businesses with their sales, marketing, management, team building and so much more.

This edition is loaded with content on a variety of relevant topics. It focuses on latest business coaching models, resources, tips, techniques to help coaches & entrepreneurs to achieve business goals & potential. In this 21st edition, look out for the feature article ‘The 7 Success Principles for Making Money As A Coach’ by Sanae Floyd from the United Kingdom. Sanae enumerates her seven principles for the highly effective coaching entrepreneur. Another noteworthy article ‘Forgotten Tools for Business Coaching’ by Tina Leigh McDonald, shows some tools that can be used when coaching in business, that allows you to explore different personalities, learning styles, remember when we coach we often find that the person we are coaching can find it difficult.

For our Coaching Tools Section ‘The Language of Coaching - a Highly Transformative Coaching Tool’ by Beáta Kovács of Hungary, discusses language itself as an exceptionally influential coaching tool. ‘Make Your Message a Masterpiece Movement’ by Divya Parekh of the US, outlines steps on how you can market your coaching business to connect with potential clients, or how you can grow your coaching business. Each of our columnists, too numerous to mention, has taken some really interesting perspectives, and I would encourage a thorough read-through of this edition.

Just like all our other editions, this edition is not just an interesting read, but it provides you with helpful coaching tools, personal development ideas and professional development techniques to grow your business.

I hope you enjoy this issue and do let us know if there are any topics you’d like to see covered in the future.

Lovelia
WHY WE ARE PASSIONATE ABOUT PROTECTING YOUR RIGHTS

We believe that everyone has the right to be protected from non-accredited coaches, mentors and training providers (there is a separate downloadable leaflet about this). So, we believe that every coach, mentor and coach/mentor training provider must be accredited in order to practice for the safe well-being of the public.

Accreditation is our only business, that’s what makes us an authority in the coaching & mentoring industry, so we believe our accreditation levels improve the industry standard for the benefit of everyone. Consequently, everything we do is aimed at supporting and protecting everyone to get the best out of their experience so they reach their full potential.

Being IAPC&M accredited is an integral part of building my coaching business. My clients can immediately see that:

I care about them and their welfare because I have invested time, money and energy in developing my coaching journey, and my profession.

My accreditation offers an extra level of assurance because I’ve been recognised as being a high standard coach by my industry.

Accreditation cements my reputation as an expert in my field.

My practice is professionally monitored and supported by the IAPC&M.

They can complain to the IAPC&M in the unlikely event they are not satisfied.

Finally, accreditation holds me accountable, it keeps me on my toes to retain a high standard of coaching, plus it’s an incredibly useful differentiator when talking to prospective clients.”

Adele McCormack
www.northhousecoaching.com
The Self-Improvement Market Enters A New Era
by John LaRosa

When the Going Gets Tough (Part 2)
Executive Coaching for Career Enhancement of Senior MBA Awarded Managers
by Sylvia Pavloca

5 Ways To Start Planning Your Corporate Exit
by Sofia Pacifico Reis

How to Market your Coaching Business
by Marta Samson

Make Your Message a Masterpiece Movement
by Divya Parekh

The Easiest Thing About Networking
by Reginald Jackson

How to Raise Your Profile and Reach Out with Your Business
by Sarah Adams

Editor's Note
by Lovelia A. Caracut

Forgotten Tools for Business Coaching
by Tina Leigh McDonald

Company Coaching
by Malcolm Nicholson

Go Online and Get More Clients
by Anne M. Bachrach

Storytelling, a Vital Tool to Turn Managers into Leaders
by Iana Avramova

The Language of Coaching - a Highly Transformative Coaching Tool
by Beáta Kovács

CONTENTS
Forgotten Tools for Business Coaching
by Tina Leigh McDonald (UK)

With the coaching world becoming saturated with coaches and the journey to becoming a coach being very different with online coaches and coaches training new coaches, it can be hard to know what to use and what tools are actually out there. Some coaches have had no real experience, no qualification, remember in the UK and other places, there’s no requirement or regulation for being qualified.

People are calling themselves coaches because they help other people achieve goals or meet targets and yes coaching is all about helping other people to see their true potential, many and I say many, not all, are not actually familiar with real coaching techniques and often I see coaches who are actually mentors. They will be able to offer support, guidance and advice and many of them are actually pretty good at what they do, some are amazing, great leaders. I have also met many ‘qualified’ coaches who are questionable, they have no real idea of what they are doing and generally they don’t stick around for long, so I’m not suggesting being qualified defines a good/bad coach, but when you work through the qualification process you are exposed to lots of different tools and techniques to help you find your favourite tools.

Now I am not dising the GROW model, it’s not my favourite I have to say, but it is often the only one people know and there are lots more you can use, OSCAR, FUEL, The Rule of Three, 3D model, Peak Moments, Jelly Babies Tree, Wheel of life/work and so many more the list goes on, however if you use any search engine to look for tools you will find yourself with GROW (and more recently FUEL) and pretty much nothing else. If you look for Leadership models, then yes, you will find a whole host of other options that can be developed into coaching tools, but coaching tools are limited and so many come and go.

I want to show you some tools that can be used when coaching in business, that allows you to explore different personalities, learning styles, remember when we coach we often find that the person we are coaching can find it difficult because they don’t yet know what they need either.

A great business tool to use because most managers/leaders or entrepreneurs will already understand them are mind maps. Mind maps are a great tool to use when the coachee has no idea where to start, I often use this when we are looking at changes in jobs, progression, development, promotions or changes in career completely. Get the Coachee to write down ‘change role’ or whatever the change is and then branching from that all the things they need to consider for that change, things like family, qualifications, experience, finances and then start to build what they already know is needed, this might be a change in size of home to downsize or move completely, it might be to gain 5 years experience. You can then branch from each of those points to consider what they already have and what they need, what they are happy with and what scares them, what will be easy to deliver or get and what will create hurdles. This gives you a talking point for your next few sessions. You can start to draw out each of the topics and create goals around those, understanding of the changes that will be required and who will be impacted.

Another quick model to use if you are working with a coach and you are limited on time, often speed coaching can be 30 minutes and you can’t really sit and debate the Jelly Baby Tree in 30 minutes, so the one you can use here is the 3D model, Diagnose, Design, Do. Simply put, you diagnose the issue right now, what is the biggest problem ‘right now’ then you ‘design’ what it needs to look like to not be an issue, how it would look if there was no issue (or less of an issue), lastly, simply get them to commit to doing it.

Another tool that I love to use it the Peak Moments tool, so this is a quick and simple tool to pull out when someone is stuck on why they are unhappy in a certain area, maybe they have conflict at work or are unable to get over a bad experience at work. The Peak Moments Tools is a zigzag line that peaks in 3 places, you get the coachee to think about three times they felt truly happy or settled in a situation, if you are focused on work here, then you want three occasions where they felt happy at work and you then get them to write those three moments down at the peaks, along side those moments in the inside of the ‘peaks’ you get them to write down what was it about those moments that made them memorable or special. Get them to consider the time of year, people who were with them, what was it about those moments that was so great and then your questions begin around how they can transfer those moments to now. How the things that made that moment so special can be dragged through to now and create a better alignment with what they are struggling with right now.
One of my favourite tools for coaching when you are out and about, this was a great coffee machine tool or a ‘pick your brains’ question that became a quick coaching session. Use the Rule of Three model, so get them to think about and tell you three things about the issue, facts not feelings, then they need to consider three consequences to the issue and lastly but most important, three things they could do about it. This tool is all about accountability and generally is best used when the issue is a little more known. If someone says they are losing money at work or are being overlooked for promotion or was given feedback that they are finding it hard to accept, or any general work issues, then this tool works perfectly.

If you are working with someone who knows they are unhappy or failing, but has no idea where to start, then your coaching style is going to need to be more probing and that’s when you should rely on the wheel of life, GROW/OSCAR/FUEL, etc.

Or create your own, coaching tools are predominately questions about what the issue is, what’s getting in your way, what it could look like and what you should do next, if you’re great with words and you can link 3, 4 or 5 words so they create a memorable word then you have yourself an awesome new coaching tool to share with the world, mine was CIGAR.

Sticking to one tool because you like it and find it comfortable is like anything in life, it gets worn out and becomes broken down. Keeping a few tricks to pull out the bag to excite, ignite and really push your coachee, it can be great for them but it will be empowering and wonderful to you too.

Let’s face it, if you get the Jelly Baby Tree out and some crayons, most people are intrigued, are they not?

The last two decades have seen a cascading of business coaching out of the C-suite offices to C-Suite teams, leaders and leadership teams and more recently the awareness in enlightened organisations that a coaching culture within the business actually works. There is also a continuing cascade from FTSE companies to medium and small enterprises and public and third sector organisations. There is also a greater synergy with mentoring (see Executive Coaching: Transforming an Employee into a Leader – Enter the Mentoring Coach by Gary R. Gasaway in edition 20 of ICN) and a richer palette of interventions required by businesses.

The change from ‘spot interventions’ – with a chosen or self-selected key individual - to larger programmes, has typically focussed on impacting business results by changing individual (or small groups) behaviours. As the UK journalist for ICN, I am always on the lookout for individuals or companies that are ‘moving the dial’ as far as the coaching industry is concerned. Consequently, I recently spoke with Mark Baxter, Principal and Company Coaching Service Lead at Coachdirectors. Mark and CoachDirectors have developed a methodology called Company Coaching, which takes a standard coach’s tool - 360 feedback – and applies it through both an internal and external lens to identify gaps between aspiration and capability at a company-wide level. This then focuses on optimising the operating model of an entire business to build momentum and drive sustainable value to the whole organisation.

Mark explained ‘This is coaching where we treat ‘the company’ - that is the group of people who are working together in an enterprise - as the client. At the core, like most executive coaches, we are seeking to create a shift in belief patterns and behaviours to enable people to become more effective in their work environment. But our focus is on creating an overall shift in the collective performance to generate more productivity and profit more effectively and more easily.’

He continued by describing a number of mindset issues that are experienced by owners of businesses that they have grown from start up. ‘Typically, we find that SME clients focus most of their attention on doing what they know from their product or service to their clients and define themselves by their trade or profession. But at source, what all businesses have in common is that they are seeking to manage their costs, generate revenue and increase the gap between the two, to generate profit. To do so business owners will generally attach most of their attention to doing what they know from when they started their business, by driving sales and productivity.’
Mark and Coach directors have found that this approach often limits the business owner, who become so locked into a boiler-room frame of mind that they seldom move above decks or onto the bridge of their business vessel, to focus on running the business rather chasing sales. It is less easy for them to move away from the familiar and apply their attention to managing the facets of their business that they do not recognise and/or where they lack the relevant insights and abilities. ‘These effects are compounded by a lack of general access on the market to clear and coherent management development tools designed specifically for the SME, rather than borrowed from the corporate sphere. It is also true that SME business owners are less interested in the theory of management taught in MBAs and are more receptive to practical tools they can access easily and apply to practical effect. And above all, SME business owners are only interested in what is going to have a tangible effect of making their lives easier and making the organisation better.’

Mark explained the Coach Directors Company Coaching approach in more detail. ‘To meet this need, we use a coherent set of commercially focused coaching tools to help business owners and their teams to understand the full set of business and touch the majority of staff. We have tried and tested interventions which we can build into the team an equal level of commercial management expertise and know-how which enables the business to grow. By growing the teams’ business skills, their company continues to receive value from us long after our intervention with them is complete. We work ‘company-wide’ with progressive organisations of all shapes and sizes and we challenge them to ‘step-up’ to the task of realising the full potential of their business.’

‘In general, we work with a client starts with a fact-finding Company 360 process, where we diagnose the key inputs that we can help the client to modify to create the change they wish to see for their business. This generates a metric which helps us to explain the skills gap which has brought about the corresponding gap between their aspirations and their current business performance.’

The Company Coaching methodology, then assesses the business management abilities across twelve key areas of activity, looking at four important areas that require constant attention through three time horizons; Today, Tomorrow and Future: Three areas involve what the company focuses on; Direction is about the future state of the company. The design is about resource activity today. The fourth area, Drive, focuses on how a company operates; the management aspects. With this they assess, and then embed, commercial know-how into a business in twenty significant areas to five degrees of depth.

‘We combine this with a further benchmarking exercise, to establish the management team’s levels of capabilities across 8 related facets of leadership’, illustrated below.

Mark gave an example of a recent successful intervention with a business. ‘We have been working with a family-owned construction business which is in its second generation of management by family members. When we met them, their turnover had flattened at £4 million and they were making consistent losses of £300,000 and had lost their mojo. There was a lot of stress throughout the organisation and the CEO was reluctant to take on any more business because the pressure of handling their current order book was already too much for him to handle.’

‘Over the first year of our engagement, we supported the leadership team to create a vision of the future to take the business to its third-generation of management, whilst at the same time supporting them in designing their pathway to realise their new and tangible ambition. We have coached the leaders of the business and have now delivered a coaching-based productivity framework into the business over the last year.’

The effect has been to support the business leaders in rebuilding their confidence in their ability to create a better future. It has also created an increase in turnover from £4 million–£6 million and to reverse the losses into an equivalent profit of £300,000. On the basis of their first year ROI, client engagement is high and we expect to be working with them until we have transferred sufficient management abilities to make our service redundant.’

CoachDirectors Company Coaching approach now has a range of case studies that highlight their ability to deliver tangible commercial benefits that can be measured by the client and demonstrate clear return on investment from their coaching fees. The approach challenges clients to step up and realise the latent value that exists within their enterprise.

‘Our Company Coaching approach helps our clients to raise their game and raise their revenues and profits as well. It also supports the development of a range of management abilities that may be missing in the client’s repertoire of skills, which are preventing them from realising their commercial and personal aims.’

So, is this Company Coaching the panacea for SME businesses? Well, from my discussions it seems that if not a panacea, CoachDirectors have a robust methodology that is taking the coaching process forward. It is in line with the trends of expanding the footprint of coaching in organisations, yet expanding it in a pragmatic and results orientated way that is having a big impact on client companies.

Malcolm Nicholson

Malcolm Nicholson is the owner and Coaching Director for CoachDirectors, and has worked successfully with a wide range of senior business people for over 17 years, enabling them to improve business results through transformational changes. To find out how he can help your organisation contact him at malcolmnicolson@aspecture.com or on +44 1932 267207.
Go Online and Get More Clients
by Anne M. Bachrach (USA)

What are you waiting for? Go online! That’s the simplest piece of advice I can offer to any business person who wants to be successful. If you have established your business and it is trudging along nicely, the next step you can take to give it a boost is creating a website that produces the desired results. However, it is easier said than done. Going online isn’t the difficult part. Finding success can be the difficult part. You need to have a blueprint you are going to follow from the moment you decide to create a website to the instant you get the clients you are looking for.

Make no mistake the internet is a great resource for businesses. Over a billion people use the internet on a daily basis. If you want to tap your target market, there is no place you are going to find more people at once. The best part is that you can target the particular demographic your potential clients fall in along with a few more people. If you execute the plan perfectly, you can have a lot more clients in a short period of time.

Creating a Results-Producing Website: The First Step
The first thing you need to do to take your business online is create an impactful business website. Remember, the purpose of the website is to establish an online presence for your enterprise. Most beginners make the mistake of going for hard selling from the get-go. Rather than getting people to buy their products/services, they end up driving them away by appearing desperate or pushy. This is true for businesses which already have a website, but has not been doing as well as desired. You need to change your approach to get the results you want.

So, what makes a great website?
• Provides helpful information to the visitors
• Details your business’ vision and mission
• Focuses on your target audience and what they really want and need
• Carries on your business’ theme/brand
• Helps solve clients’ problems

You may argue that your current website is receiving plenty of traffic. But, is that traffic any good? Even if your website is getting a million hits a day, what use is it if the people are not buying your products and services?

OPTIMISING YOUR WEBSITE: The Search Engine Optimisation (SEO) & Keyword Hybrid
Simply creating a website is not enough. You also have to make sure the people interested in what you offer are able to find it easily and quickly.

The way people come across business websites is by searching for them in Google, Yahoo, Bing, etc. The search engines display the websites with the highest ranking at the top of the search results and this is where you should aspire to be. However, getting to the top of the search engine rankings, or even on the first page, is quite difficult. That’s why so many people have created businesses to help others apply effective SEO.

You need to apply Search Engine Optimisation (SEO) techniques to make it happen. The way SEO works is through the use of keywords in the content on your website. The content could be in the form of text, videos, audio, etc. It depends on the medium you want to use to make your website more attractive and user-friendly. Using video on your website is a great way to improve the search engine ranking of your website.

CONVINCING THE VISITORS: Broadening Your Target Market

You have to do it subtly and effectively. Here are four concepts you can use:

1. Motivate the Visitors to Buy
Motivate the visitors to buy by offering them a solution to their problems. Clients are not looking for products and services to buy. They are looking for something to solve the problem they are facing. This is what everyone looks for when they go online. If, instead, they find a description of how great your company is or how high your quality is, they will most likely close the browser then and there. So, outline how your products will make their lives better.

2. Think like a Potential Client
Place yourself in the client’s shoes for a moment. Why would you be willing to spend money on a product? The first question a client will ask is how your product or service solves their problem, which you can answer by following the first tip. In addition, they want credible information about why your product or service is the best, which you can provide through client reviews (text and video reviews).

3. Judge the Client’s Expectation
People in today’s world measure their experience of a product, service or business by their expectations. If the client has high expectations, the slightest disappointment can drive them...
away and cause them to tell others about their less-than-ideal experience. This is what you have to recognize. If the visitor has high hopes, make sure they go away with something valuable from your website, even if a sale is not initially made. This more or less guarantees that they will return.

4 Maintain Your Website

Maintain your website, and ensure that there are no faults or glitches. This is perhaps the most important of all the tips. Don’t wait until a client files a complaint to find out about a website kink. Keep checking the website for any faults and errors to improve the client experience. Make it easy for them to find what they want. Keep in touch with high-value items to keep them thinking of you, referring you, and coming back for more when they need it.

These are some of the best ways you can use your website to impress visitors and convert them into clients. If your website is a valuable resource for the visitors, they will buy what you have. The bottom line is that keeping your website current is the best way to broaden your target audience and get more clients.

ABOUT ANNE M. BACHRACH

Anne M. Bachrach is known as The Accountability Coach™. She has 23 years of experience training and coaching. Business owners and entrepreneurs who utilize Anne’s proven systems and processes work less, make more money, and have a more balanced and successful life. Anne is the author of the book, Excuses Don’t Count; Results Rule!, and Live Life with No Regrets; How the Choices We Make Impact Our Lives.

Storytelling, a vital tool to turn Managers into Leaders

by Iana Avramova (Bulgaria)

David has been working for his Corporation for 12 years now. He started when he was in his last year of University as a junior developer, growing to a senior developer, a team leader and a business development manager. Ending up with a team of more than 80 people working in the R&D department on a new series of electronic circuit for hearing implants. Each quarter for the last 15 months his Team was over performing in deadlines and productivity. Even when stagnation came, the budget for R&D was cut in half, David’s team stayed motivated and kept on pursuing their quarterly goals. Every time, when David was asked to help colleagues or to explain how he does it – nothing significant came out. They all went to the same trainings, followed the same procedures and rules.

Months later, the Corporation hired a Company of Executive Coaches to work with their Management. While they were conducting interviews with the Team, the mystery of David’s success was revealed. One in a while he would spot a colleague who looks distracted. This colleague would more often take a break, go to smoke, check his phone, his watch, the Social Media. This was a sign for David that the colleague is disconnected from his work. It is not a surprise – each experienced Manager would notice these signs that will inevitably lead to reduced performance. The difference is in the reaction that follows. David would not remind the colleague of his duties, neither would sanction him or threaten him. He would do something different – he would tell a story.

One time it would be a story about the little boy he met at one of the Corporation’s Centers. A small boy, only 2 years old, who lost his hearing due to an infection. He would tell it affectionately like the kid was in the room. He would point out how scared and confused the boy was and how this hearing problem would affect the kid’s future. But most of all, David would stress on the fact how working in the Corporation, gives the tools and the mission to change the future not only for this boy but for many more kids. He would use different stories, stories that reflect the general mission of the Corporation they worked for but at the same time stories that are very particular and the listener gets emotionally engaged with them.
The key about storytelling is that it is the most powerful tool to influence people. It helps uniting a goal (high performance of an employee) with an emotion (the satisfaction for the employee). It triggers the centre of our limbic brain, which carries a higher power over the human behaviour because it is responsible for our emotions. If we have a basic look at our brain, it has actually 3 functions: the so-called reptilian brain (the one we have had since the human exists, where instincts are triggered). Then is the limbic brain, which is responsible for our emotions. On top of it is the youngest ‘brain’ we have called the neocortex – the one that helps us reason and analyse. In modern society, often of the 3 brains do not work together in regard to reactions and behaviour. There is a hierarchy in which we follow their orders and signals. For us, it is important to understand that the limbic (the emotional) brain has a higher power over the neocortex brain (the analytical, thinking brain). It is most probably because the reptilian and limbic brain together has helped humanity survive – the run or fight instinct and the fear or anger emotions based on which many years our ancestor has based their behaviour, decisions and actions.

How does storytelling use the above facts – it is as simple as that – long before humans could write or draw, stories have been told each evening around the fire transmitting information and experience learned during the day. The length of the stories does not matter but the lesson that each story carries is brief, imperative and clear (i.e. if you play with fire, you will get burned). It is the lesson that carries the power and the essence. The lesson is stored as a behavioural program in our logical brain. And the story itself, as a carrier of the lesson, contains of elements, descriptions and events that have a strong impact on humans’ emotions. These emotions facilitate the understanding, reworking and imprinting of the lesson learned in the surpluses of the brain for the coming generations. Stories have been told to us since we have been small children and they are genetically encoded in our brain. So, telling stories triggers the ancient behavioural centres in the emotional brain. Centres that as we said have a higher power over reasoning.

Logically, explaining people the reason and facts of why they are coming to work and what their mission is will not trigger an emotional response. It will stay will the logical brain (the neocortex).

The result is that the person will stay disconnected from his work and his motivation will fluctuate depending on many external factors such as financial background, perception of the work, other work options, family status, status quo, additional benefits, emotional moods and many other harder to control factors. It is true that in the Western cultures, we do have a variety of tools to control these external factors, but it is overwhelming, expensive and the result in not always in a direct correlation with the investment.

How does storytelling motivate the employees is also very basic to understand. The way people perceive and feel about their work is not entirely based on the work routine itself. It is only partly about the work, but equally or more it is about how they perceive what they are doing. When a person has a high paid, well respected position, but perceives the work as mindless, then he disconnects with the work and the productivity and motivation will decrease. When a person has a simple, ‘not important’ job, but perceives it as adding value to the big picture – this gives a purpose and direction and surely the motivation and productivity will increase. So, the point here is that if a Manager can alter a person’s perception towards the work, the feelings towards it will also change. And storytelling is the right tool.

At the end, storytelling seems to be the new ‘pill’. We all just learn storytelling and we will fix all the bad things in the World. I do not think so and no, I do not believe it is a panacea for everything that can overcome one Corporation during its life cycle. But the above text explains why does storytelling work. I do believe that if more Managers are trained to tell stories, they will turn into Leaders lighting the motivational sparks in their Teams. Storytelling together with all other instruments a Manager possess can help build human centred, value oriented structures that will function most of the time in symbiosis. There is nothing to lose and mastering storytelling itself opens new horizons and brings joy and satisfaction by triggering ancient emotional centres for the storyteller and the listener.

Note: Please see Bibliography here.
The Language of Coaching

- a Highly Transformative Coaching Tool

by Beáta Kovács (Hungary)

From among the great variety of coaching tools the most fascinating and multifaceted tool is the language of coaching. It is such a complex field that it always has new territories to explore and subtleties to master. Personally, I enjoy combining different coaching approaches and techniques in terms of language use as well. In my article I will highlight several language tools of coaching that empower your sessions and affect the quality of coaching conversations in a positive way.

First, I will give a general overview of the language of coaching and its impact on the coaching process, then I will share with you several practical tools and tips that I have found to possess a most transformative effect on the coaching procedure.

What is the Language of Coaching Like?

It includes both the verbal aspects, that is, the words uttered by the coach and the coachee and the non-verbal aspects of the conversation like body language and tonality among many others. In this article the focus will only be on the verbal aspects, however one should keep in mind that to enhance understanding our clients and help solving their problems it is essential to pay careful attention to both factors. Sometimes what is said is less important than how it is said, therefore it is essential for a coach to listen for both verbal and non-verbal language to identify the actual state of the clients and the signs of changes that will lead them to their desired solution.

How Does Language Impact the Process of Coaching?

As a coach you need the ability to adapt to your client and one way to make it happen is through the language you use. In any phase of the coaching session, it is equally significant to use such language that establishes trust and a supportive space. It should also reflect your empathy and awareness and express your exclusive focus on your coachee. If a coach works according to this the quality of the conversation improves and makes the client more stimulated and empowered.

So that a coaching session was ground for transformation and growth it is essential to use certain language tools that enhance progress towards the coachee’s solution. In the following part of my article I will write about those language tools that I have found exceptionally powerful during my coaching sessions. I would like to point out whichever tools are being used, quality is more important than quantity and sometimes silence is more useful than a bunch of questions.

The 3 Pillars of the Language of Coaching

I organized my favourite language tools into three groups and named them the three pillars. Each of these pillars is supported by a compilation of language tools and tips that I find exceptionally impactful while coaching.

PILLAR #1 Powerful Language Tools to Enhance Transformation and Creativity

- **Metaphors.** They are my personal favourites. They are very frequent elements of our everyday speech, they can express our unconscious feelings and thoughts. If you identify one, make your client describe it for you instead of interpreting it subjectively for yourself. You can ask, ‘What kind of… is that…?’ This is a key sentence of Clean Language questioning technique, which I have incorporated into my coaching sessions many times with really fantastic outcomes. Unfolding metaphors will help your clients leave their problems behind and start their journey towards their goals.

- **Powerful questions.** To explore possible options and outcomes and help the coachee come up with new constructive ideas open-ended questions should be used preferably, since yes/no questions might lead the conversation to a dead-end. Questions beginning with ‘What…’ set the stage for later questions beginning with ‘How’ when the coaching conversations go to a deeper level and focus on the process itself. ‘Why’ questions are really impactful, they eliminate on the core of motivation that will engage and empower your clients and pull them towards their goals and stay committed.

- **Tense shift.** When the coachee is speaking about past successes try to move the language of the past into the present and then into the future where the real change will happen.

- **Modals.** When the coachee uses ‘might’ or ‘would’, in the background of which there are underlying limiting beliefs very often, you should change them into ‘will’. Afterwards you can ask ‘What does it feel like now?’ or ‘What if the opposite were true?’ These are really effective when you intend to make a shift and a change of perspective from being problem oriented to being solution focused.

- **Paraphrasing.** If your client uses negative language, repeat their words by paraphrasing the negative words into positive ones. For example the coachee says: ‘I am not making any progress,’ you say: ‘As I can hear you would like to make more progress.’ You can also repeat what your client has said by adding the magic word ‘YET’ to the sentence. Commenting on a negative remark of the client with the word YET shows that there is hope and it makes them move forward.
The Language of Appreciation

By appreciative language you presume your coachee’s positive intent and the presupposition that they have their own resources to solve their problems and reach their goals. Here are a few examples of this:

• Use the language of your client to build rapport and show that you believe in your client.

• Choose your words consciously. When you paraphrase what your coachee said, change ‘I’ to ‘you’ and use synonyms or metaphors. This will show that you have listened, understood and have been present. The briefer the paraphrasing is the more impactful it is and it will not sound parroting then.

The Power of Silence

Sometimes less is more. Speak only when the time is right and let silence work. Even though sometimes you might feel the urge to ask a new question again and again, be patient and allow time for silence. It is very often the time when new creative ideas are born.

Another Benefit of Impactful Language Use

All the previously mentioned techniques help coachees overcome their hurdles quicker. Apart from the positive impact of appropriate and effective language use on the outcome of the coaching sessions, I would like to highlight one more benefit of it. Step by step the coachees will also acquire a different language use and integrate it into their everyday life, as a consequence of which their mind-sets will change as well. Furthermore, all of these changes might affect their immediate environment in a positive way too. It is really amazing how far this chain reaction can reach beyond the coaching process.

As we have seen, language itself is an exceptionally influential and exciting coaching tool with endless potentials. Exploiting them will have an absolutely transformative impact on the coaching process and will definitely raise it to a higher and more professional level.

ABOUT BEÁTA KOVÁCS

Beáta works as a qualified language and career coach. She is also a trainer and mentor of language teachers. Beáta is the founder and leader of iCoachU Studio in Budapest, Hungary.

Language and career coaching are the key areas of my coaching practice. With language coaching, she supports her clients to overcome any obstacles they encounter when learning a foreign language. She also helps them get rid of their limiting beliefs, become self-confident and apply learning techniques that suit their individuality the best. Beáta also helps them prepare for foreign language challenges like giving presentations. During career coaching, she supports people to uncover the career they want, make a transition for a new career and prepare for job interviews.

She trains and mentor teachers of foreign languages from all over Hungary to become instructors using a coaching mindset. It is her mission to popularize language coaching and get more and more people acquainted with it in the foreign language classroom and in the corporate environment as well.

Get DISCOUNTED insurance here

Easy online application to immediate issuance of insurance certificate and cover

Insurance for individuals, partnerships, limited companies, entities and groups

>> Up to £5 million cover for UK customers
>> Up to €6.5 million cover for Eire customers
>> Over 400 different business practices covered

For a SPECIAL DISCOUNT visit: https://westminster.global/uk/?Introducer=2
The 7 Success Principles for Making Money As A Coach
by Sanae Floyd (UK)

I remember being dazzled by all the ‘client getting’ strategies and systems, funnels and formulas being touted to coaches and consultants when I was looking for answers to the burning question ‘How can I attract clients into my coaching business?’ We are bombarded with information and shiny offers that can quite literally drive any self-respecting coach to the bottom of a family sized tub of Ben and Jerrys’ (as an answer to overwhelm? Not recommended).

But, when you are not making money in your business and you are stuck on your next move (read: waking up scared witless at 3am), it’s easy to be swayed this way, and that, by impressive marketing. You would be forgiven for getting swept up and excited by the success stories and the apparent ease with which you can achieve fast and fantastic results. It certainly got me, more than once.

In those early days I invested in courses and programmes that I’d start off excited about but then, without knowing why, I’d fail to follow through on them or if I did do everything I was ‘supposed to do’ I still didn’t get the results. The outcome was increasingly frustrating as I dove deeper into debt and seemed no further forward.

Now I’m 3 years into my entrepreneurial journey, having lost $000’s and made $000’s and reached a level of stability in my business activity and results, I’ve come by some truly valuable driving principles that underpin success in this business of being in business. No amount of ‘client-getting strategy’ will work for you without these core success principles nailed down.

Here are my 7 Success Principles for the Highly Effective Coaching Entrepreneur

1. Clarity

Clarity, and alignment, with your coaching business niche and your ideal client avatar is vital to your ability to market yourself and communicate your services effectively and confidently.

But for me, clarity and alignment with your niche and ideal client runs deeper than just at the marketing level. When you are clear on, and passionate about, what you do and who you do it for, you tap into a positive energy that has momentum and quite literally accesses your higher states of possibility, resourcefulness and creativity.

In short, you have got to love what you do and do what you love.

2. Credibility

Currently there is no need to be qualified or certified to start a coaching business, but there is a need to be credible to attract your ideal clients. What makes you credible as the ideal solution for your dream client? Is it your life experience and some challenge you’ve successfully overcome? Is it your professional experience and / or specialised knowledge? Maybe it’s the proven results that you help your clients achieve or you have been featured and published in your area of expertise?

Quite possibly it’s a combination of all these factors.

The important thing is not only that your ideal clients see your credibility factor, but also that you feel credible. If you don’t feel credible and you harbour doubt in yourself and your abilities you’re going to self-sabotage your best efforts to get in front of those clients that need your services.

3. Consistency

Being consistent in your message and your marketing means showing up every day, multiple times a day, across multiple platforms so that your ideal client can find you and you build that all important know, like and trust. There is no shortage of coaches flooding the market place, but as my early days marketing coach said to me ‘you’ll rise like cream’ with consistent and persistent activity because so many coaches lose the will very quickly if they don’t see immediate results.

Be consistent behind the scenes too, with your daily disciplines and habits to keep you in a peak state - both physically and mentally. As Stephen Covey says, ‘Sharpen the Saw’. I sharpen my saw by reading personal development books, studying further education in coaching and NLP and going running and hiking.
It takes courage to push through your fears of rejection and judgement and put yourself ‘out there’ and market yourself and your coaching. Everything can feel so personal and it’s easy to perceive a rejection of your services as a rejection of YOU.

This is where your daily mindset muscle flexing pays dividends. Spend time focusing on your vision and affirming everything you want to experience and become as though it’s already happening. Celebrate all your successes and wins – no matter how small and within no time at all you’ll start noticing more and more reasons to celebrate. Become your biggest cheerleader knowing that everything you want is on the other side of acting and pushing through the fear.

Creativity

Be creative every day and have fun with this. Being an entrepreneur means liberation from any ‘should do’s and ‘ought to’s and growing a business that is aligned with your unique brand and personality. My biggest money months come from showing up and being myself and I get the most joy out of creating content and coaching offerings that are a total embodiment of my gifts and talents and being creative about how I market them.

As I learned to introduce, apply and be guided by these 7 principles I found myself operating my business from a higher state of purpose and a deeper sense of meaning. I felt more in flow and aligned with my mission and my message and before long I was ‘showing up’, the real me without the crippling self-doubt and fear of not being good enough. And as I showed up, so did my dream clients.
Personal development or self-improvement is big business in the United States—estimated to be worth just under $10 billion per year. This fragmented `industry` is comprised of motivational speakers, seminars, books, audiobooks, holistic institutes, websites, apps, and various training organisations. These providers seek to help us improve our physical and spiritual well-being, our work skills, our relationships and our finances—for a fee.

The industry has no unifying trade association, or annual conference/expo, or even a trade magazine. Rather, it’s mostly a collection of individuals and privately-owned companies. Therein lies the challenge for the analyst—how to obtain accurate and timely information from experts and gurus that shun interviews, and are very competitive and paranoid about letting their competitors know what they are doing. Some companies are public and have annual reports, 10Ks, Franchise Disclosure Documents, and press releases, but not many. I have been coping with this challenge since we began tracking the market in 1994.

I have not seen any official data or reports regarding the size and composition of the market outside of the United States, other than some global data about coaching produced by the International Coach Federation. Clearly, more research is needed.

As we assess the market in 2017, we are starting to see several changes. The older gurus are retiring or dying. Such well-known names that have passed in recent years include: Zig Ziglar, Jim Rohn, Stephen Covey, Louise Hay and Wayne Dyer. Who will replace these gurus, if anyone? Is there a new generation of younger gurus coming up to serve the needs of Millennials?

Clearly, the industry has had some credibility and public relations issues. This has, no doubt, hampered stronger growth as consumers are more wary than in the past.

Traditionally, the Baby Boomers have been the main consumers of self-improvement. They are still an important group, but the tide is shifting. Millennials are the future of this market, but there are few experts now catering to them.

The ‘typical’ self-improvement customer in the United States is a middle-aged woman, with an above average household income of $60,000+, who lives on the east or the west coast of the country. As Baby Boomer customers are replaced by younger Millennials, the share of male customers will increase.

This industry’s future generation of gurus, speakers and experts will need to be more accountable to self-improvement consumers. Consumers now want practical results and a return on their invested time and money. Many have found that programs and philosophies such as the ‘law of attraction’ over-promised and under-delivered, and simply did not work for them.

The Internet is playing a larger role in the self-improvement market, as more content (such as MP3 downloads, e-books, webinars, online courses, ‘academies’, ‘universities’ and ‘masterminds’, etc.) is being delivered online, and apps are starting to take off. This is a dual-edged sword. The spread of Internet access is good in that personal development advice and services can be delivered more conveniently and at less cost. Consumers no longer have to spend thousands of dollars to register for a seminar or workshop, then pay for airfare, a hotel and other charges. Now, they can access that event from home via live streaming or on demand from a recording, or listen in via a webinar or podcast, or obtain coaching by phone.

The Internet is playing a larger role in the self-improvement market, as more content (such as MP3 downloads, e-books, webinars, online courses, ‘academies’, ‘universities’ and ‘masterminds’, etc.) is being delivered online, and apps are starting to take off. This is a dual-edged sword. The spread of Internet access is good in that personal development advice and services can be delivered more conveniently and at less cost. Consumers no longer have to spend thousands of dollars to register for a seminar or workshop, then pay for airfare, a hotel and other charges. Now, they can access that event from home via live streaming or on demand from a recording, or listen in via a webinar or podcast, or obtain coaching by phone.

Following are some major findings from Marketdata’s new study: The U.S. Market for Self-improvement Products & Services, August 2017.

The total U.S. self-improvement market was worth $9.9 billion last year—growing just 4.3% since 2011, hurt by weak performance in infomercials and commercial diet programs. We forecast better 5.6% average yearly gains from 2016 to 2022, when the market should be worth $13.2 billion.

- Infomercials
  - as a medium generated $1.35 billion in sales of self-improvement products and services last year, but this is down about 15% from 2014 levels. Most of the products sold are related to weight loss programs and exercise machines.

- Audiobooks
  - Sales of audiobooks are growing strongly in dollar sales (+12% last year), according the Audio Publisher’s Association. Self-help audiobooks are now a $769 million market in the U.S., growing 5.6% or more per year. Total audiobook sales have increased in double-digits the past three years. The Audio Publishers Association says that 24+ million Americans now listen to audiobooks.
Self-improvement Books
- A popular book is still the basic starting point and a platform for motivational speakers and gurus. Self-improvement books have been doing well in recent years, with a slew of new titles appearing in 2015 and 2016. This is now an $800 million U.S. market that’s growing 6% per year. There were no major blockbusters such as The Secret, but a good number of other popular titles were released and sold well.

Self-improvement apps
- For smartphones are beginning to take off as more of them emerge, especially in the area of meditation, weight loss, fitness and therapist counseling. Most are free and it’s a difficult model to monetise, supported by advertising and subscriptions. Competition will be fierce.

Personal Coaching
- Personal coaching services are growing strongly and this is the 2nd fastest-growing industry worldwide. The latest ICF and PriceWaterhouseCoopers’ global coaching study found that the U.S. coaching market was worth $955 million in 2015. Marketdata expects this to rise to $1.02 billion in 2016. The global market is worth $2.3 billion, and there are 53,000+ coaches active. The ‘average’ U.S. coach makes $62,000/year, vs. a global average of $51,000. Nearly all motivational speakers offer coaching services now. However, the field is loosely regulated and incompetence is a common complaint. Just about anyone can call themselves a life coach.

Holistic Institutes & Training Companies
- The 16 U.S. holistic institutes are holding their own, attracting about 156,000 people per year and growing moderately. These institutes’ workshops and seminars are still popular for many. This is a small, mature $335 million market segment.

Motivational Speakers
- All 5,000+ U.S. speakers take in more than $1 billion per year, with the elite top 9 generating about $200 million. Many older speakers are dying, retiring, or are cutting back road tours. Some of their sons and daughters are picking up the reins. Deceased: Zig Ziglar, Stephen Covey, Wayne Dyer and Jim Rohn. In jail: Kevin Trudeau. Criticised or filed for bankruptcy: Robert Kiyosaki, Suze Orman, James Ray. Getting old: Louise Hay, Les Brown, Brian Tracy, Sylvia Browne, Dr. Laura.

Weight Loss Programs
- Diet programs, especially large commercial chains such as Weight Watchers and Nutrisystem, are growing again after several lean years. This is a significant $4.7 billion piece of the self-improvement industry. NutriSystem alone spends $200+ million per year on short-form infomercials to sell its program. Losing weight will remain a major goal for an estimated 97 million Americans for some time (mostly women).

Public Seminars
- The three major public seminar companies (Fred Pryor-CareerTrack, National Seminars Group, and Skillpath) all now operate under the umbrella of non-profit universities. This is a low growth and mature $335 million market segment.

NOTE:
Marketdata LLC, an independent market research publisher since 1979, has released the 11th edition of one of its best-selling studies: The U.S. Market For Self-Improvement Products & Services. This is the only publicly available study about this $9.9 billion market. The study traces the market from 2003-2015, forecast examining these markets: Infomercials, Holistic Institutes, Self-Help Books & Audiobooks, Motivational Speakers, Websites, Apps, Public Seminars, Personal Coaching, Weight Loss Programs and Training Organisations. The study is 390 pages in length, with 100 guru and competitor profiles and 72 tables/charts. It costs $1,995 and is also sold by individual chapters at lower cost. A 40-page Overview of major findings is available for $99. A Table of Contents is available by mail, email, or at marketdataenterprises.com. Contact: Marketdata LLC, 7210 Wareham Drive, Tampa, FL 33647, (813) 971-8080. John LaRosa is available for interviews, consulting, and presentations.

When the Going Gets Tough (Part 2) Executive Coaching for Career Enhancement of Senior MBA Awarded Managers by Sylvia Pavlova (Bulgaria)

HYPOTHESIS 1:
Following a comfortable long experience within a particular functional area / such as, for example, accountancy, human resources, etc, you end up feeling like that is not exactly your area. As such, you would want to shift into an entirely new area.

Should you happen to find yourself in this situation, you will inevitably run into one of the most widely spread employers’ presumptions, which does not stop to change.

Every position calls for people backed up with previous experience in that same functional area. However impressive the graduation certificate you may produce in proof of your excellent fit to that functional area which happens to be new to you, it is a fat chance that you stand of getting in for a higher position in the hierarchy as compared to your current position.

In such cases I should recommend you to seek for projects in that new functional area where you may come in upon, against no remuneration. No matter what particular company. It could well be a non-for-profit organization, a company of your friends’, an activity with one of the clubs of your membership. The key is, you should get that critical experience you would want in that new functional area which can stand you in good stead when applying for a position in that same area. I would typically advise my coachees to stay with that practice for at least a year before they would opt for applying anywhere for a position in that functional area.

There are certain circumstances that may pretty much assist you in your career change of functional areas. Indeed, they come in to the equation when you have been engaged with a company encouraging both the upward (i.e. the ‘vertical’) shift in career development, and the lateral (i.e. horizontal) one. In such companies, lateral promotion is indispensable to the vertical one. Therefore, it should not be an issue, for instance, to shift into the area of business development when you come from the quality management, R&D area, and the like, leaning only back upon a diploma of yours which attests your fit into that new area, despite of your lack of previous experience.
If you happen to identify yourself under this hypothesis, it will be you again always running into that particular assumption espoused by employers that the ‘excellent fit’ (i.e. applicant) for the functional area of the said office should necessarily be the one who has that experience, even in that industry.

Irrespective of whether you feature targeting industries who traditionally engage MBAs such as consultancy companies or companies within the investment banking area, or you will just opt for an industry of your appeal, you should always factor in a huge amount of patience on your part.

The strategy that I stand by here for managers under this hypothesis to pursue is that they should at the very first figure out the companies with your MBA university. Of all these, identify the ones who are engaged with the alumni network with your MBA university. Search your friends alongside the network. You feel the corporate life lays constraints upon you, therefore it is high time you set up a business of your own. Another ‘bitter pill’ that will be set there for you to confront, is the fear nested within others that your qualifications score points way above theirs, and as such you will surely stand out a mile, whereas they themselves need to keep a high profile. Consequently, you will begin to feel yourself hard ‘pressed down’, ending up an ‘outcast’, comfortably omitted to be invited to meetings, keeping you at a ‘safe distance from key projects, etc.

HYPOTHESIS 2: The MBA education has supplied you a most valuable view, thus you feel you are all there and up to climbing up to the next level. Despite, you have no such arrangements made with your employer. Typically, MBA vested managers under this hypothesis go to another employer. As it happens for the most part, in fact, the current employer gives the highly qualified employee the cold shoulder precluding his/her chances for promotion in the hierarchy. In the best scenario, the employee makes it in getting his/her current employer in terms, the accomplishment of which would promise for such a promotion to come to life.

HYPOTHESIS 3: You come to the decision that your change of company would necessarily entail a change of your industry also. If you happen to identify yourself under this hypothesis, it will be you again always running into that particular assumption espoused by employers that the ‘excellent fit’ (i.e. applicant) for the functional area of the said office should necessarily be the one who has that experience, even in that industry.

Irrespective of whether you feature targeting industries who traditionally engage MBAs such as consultancy companies or companies within the investment banking area, or you will just opt for an industry of your appeal, you should always factor in a huge amount of patience on your part.

The strategy that I stand by here for managers under this hypothesis to pursue is that they should at the very first figure out the companies with your MBA university. Of all these, identify the ones who are engaged with the alumni network with your MBA university. Search your friends alongside the network. You feel the corporate life lays constraints upon you, therefore it is high time you set up a business of your own. Another ‘bitter pill’ that will be set there for you to confront, is the fear nested within others that your qualifications score points way above theirs, and as such you will surely stand out a mile, whereas they themselves need to keep a high profile. Consequently, you will begin to feel yourself hard ‘pressed down’, ending up an ‘outcast’, comfortably omitted to be invited to meetings, keeping you at a ‘safe distance from key projects, etc.

HYPOTHESIS 4: You feel the corporate life lays constraints upon you, therefore it is high time you set up a business of your own. Another ‘bitter pill’ that will be set there for you to confront, is the fear nested within others that your qualifications score points way above theirs, and as such you will surely stand out a mile, whereas they themselves need to keep a high profile. Consequently, you will begin to feel yourself hard ‘pressed down’, ending up an ‘outcast’, comfortably omitted to be invited to meetings, keeping you at a ‘safe distance from key projects, etc.

The case may also be here that following your MBA you have already got your promotion, and your company is running out of capacity to further advance you, therefore, you are just feeling you are making no particular headway any more.

It may also be that you happen to be at the right place at the right moment with that excellent business partner whom you will play share and share alike in taking the risk of starting your own long-cherished business.

If such is the case, I should strongly recommend to take that leap of faith. Whether you will hedge your bets and keep yourself engaged on the employment agreement before your start-up could find its feet riveted well on the ground, or you will opt for dedicating entirely to it, it is critical that you see clear your way to keep your start-up running for the first year since your new business life positioning.

HYPOTHESIS 5: From your company’s senior management. Should your target be your advancement up the hierarchy, sort out a coach within your company should. If such is the case, I should strongly recommend to take that leap of faith. Whether you will hedge your bets and keep yourself engaged on the employment agreement before your start-up could find its feet riveted well on the ground, or you will opt for dedicating entirely to it, it is critical that you see clear your way to keep your start-up running for the first year since your new business life positioning.

HYPOTHESIS 4: You feel the corporate life lays constraints upon you, therefore it is high time you set up a business of your own. Another ‘bitter pill’ that will be set there for you to confront, is the fear nested within others that your qualifications score points way above theirs, and as such you will surely stand out a mile, whereas they themselves need to keep a high profile. Consequently, you will begin to feel yourself hard ‘pressed down’, ending up an ‘outcast’, comfortably omitted to be invited to meetings, keeping you at a ‘safe distance from key projects, etc.

The case may also be here that following your MBA you have already got your promotion, and your company is running out of capacity to further advance you, therefore, you are just feeling you are making no particular headway any more.

It may also be that you happen to be at the right place at the right moment with that excellent business partner whom you will play share and share alike in taking the risk of starting your own long-cherished business.

If such is the case, I should strongly recommend to take that leap of faith. Whether you will hedge your bets and keep yourself engaged on the employment agreement before your start-up could find its feet riveted well on the ground, or you will opt for dedicating entirely to it, it is critical that you see clear your way to keep your start-up running for the first year since your new business life positioning.

HYPOTHESIS 5: From your company’s senior management. Should your target be your advancement up the hierarchy, sort out a coach within your company should. If such is the case, I should strongly recommend to take that leap of faith. Whether you will hedge your bets and keep yourself engaged on the employment agreement before your start-up could find its feet riveted well on the ground, or you will opt for dedicating entirely to it, it is critical that you see clear your way to keep your start-up running for the first year since your new business life positioning.
Ways To Start Planning Your Corporate Exit

by Sofia Pacifico Reis
(United Kingdom)

After team members went through a horrible redundancy, I spent the next few months feeling miserable.

Finally, one day, after another boring corporate meeting I took the decision that I couldn’t do it anymore. ‘Enough is enough’, I said to myself. I went back to my desk and wrote my resignation letter. You might think I was crazy, insane after all I had a family to provide for, bills to pay. The truth is, it had to be done. It was either staying there and continuing to be treated like a ‘number’, undervalued and second class or do something about it and don’t lose my marbles.

Besides, I had been planning my exit for a while so now it was time to take action.

I sat in my office desk and wrote my resignation letter, filled with so many emotions and not that many words actually!! I was straight to the point. There was not much to say. I had reached my limit of boring meetings, false expectations in annual appraisals and not being paid to the same level I had a family to provide for, bills to pay. The truth is, it had to be done. It was either staying there and continuing to be treated like a ‘number’, undervalued and second class or do something about it and don’t lose my marbles.

Besides, I had been planning my exit for a while so now it was time to take action.

I went back into my boss’s ‘enclosure’ with the letter in my hand and I fired him. There and then, I took the biggest decision of my life. Mixed emotions, excitement and dread because now I had a family to provide for, bills to pay.

But then, I took the biggest decision of my life. Mixed emotions, excitement and dread because now I had a family to provide for, bills to pay. I went back into my boss’s ‘enclosure’ with the letter and fired him. Then, I took the biggest decision of my life.

And I believe you can too with these following 5 strategies you can start planning your exit so that one day you can fire your boss and be in charge of your life and business.

1. **Firstly LEARN** and then learn some more but don’t overdo it because often enough is not what you know but who you know. Before I resigned, I made sure that I bought the right programs and took the necessary certifications. Not knowing is no excuse, with this era of information, there are so many places you can look into to be properly informed. You need to find out what you really want to achieve in your business and afterwards find the right programs and guidance. I have invested heavily on myself and my business without any regrets, even though I have made some unnecessary purchases along the way. What worked is that I learned to choose wisely on where and whom to invest.

2. **Learning is not enough**, you need to CONNECT with other Entrepreneurs, increasing your visibility and understanding how it feels to run a business on your own. I went to local networking groups early in the morning or meetups in the evening so that I could meet and know others in the same journey. I would ask loads of questions about their journey. This really helped me to have a feeling for what was to come. I loved networking so much that after I left corporate, I became a leader of a local women’s business networking club, which I built from the ground up.

3. When you put yourself out there, people start to know you and trust you and opportunities start to take shape. Learning how to LISTEN and pay attention to those opportunities is the difference between having clients and your business being just a hobby. In the beginning, nobody knew what I did, but after time showing up, perfecting what I do, it started to become clear to others and soon I had other connections referring business to me because they knew exactly what I do and who for. To help you with this, I encourage you to sit down with a friend and tell her exactly what you do and then ask her, ‘Can you now tell me what I do?’.

4. If you do this exercise a few times with the same person, you will be surprised how much clear your mission will become.

5. **One thing** that I also needed to do is to be very clear, on whom I was targeting. You need to take time to KNOW your ideal audience to the minutest detail. Who do you love to work with? What does she really want? Her challenges, her likes and dislikes, her age, what is she thinking, where is she hanging out online. Ask yourself these questions and draw your ideal client until you can visualise working with her.

Knowing her challenges gives you the marketing advantage to design an irresistible OFFER that is going to solve her problem. An offer does not have to be anything complex. I started with a social media management training course that I used to deliver in the evenings; afterwards it grew into online programs that I run through my member’s area. Simple is always best as long as you know what they want and need. When you find this, you have found your ‘secret sauce’.

These are all strategies that you can start doing while you are still earning. I understand is not easy to take the Leap but remember that all is possible when you want it hard enough. By starting to get the foundations in place, you’re one-step ahead for when you are ready to launch your business.
How to Market your Coaching Business
by Marta Samson (UK)

As a business coach one of the questions I get asked most often is: ‘What do I do to market my coaching business?’ I have been in the coaching business industry since I started my training. I have done numerous free coaching sessions, programmes and workshops with several people before I got my qualification in 2015. I have learned that being consistent and showing up for what you were called each day is the most powerful thing you can do!

In any business we need to think smart and create a marketing strategy that will be authentic with ‘who you are’; doing things that you feel uncomfortable is going to drain your energy and enthusiasm. Also, I believe that we need to be open to amend errors and move quickly, especially in the early stages of running a business.

One of my mistakes was that I did not use social media platforms when I was doing my training. If I did, I would have obtained a lot of testimonials and my target audience would have been able to follow my journey from the beginning.

In order to be successful, you need to consider how you are going to market your business. This is critical. You must have marketing at the forefront of your mind whilst considering each step you take in the creation of your business. Without customers, you don’t have a business and so a great marketing plan is essential. In order to market your business, you need to become a student of marketing, experimenting with word of mouth and off-line marketing, as well as online marketing which has become easier with recent advances in technology. Online marketing has become essential to all businesses as it allows you to interact with your audience within seconds.

One of my mistakes was that I did not use social media platforms when I was doing my training. If I did, I would have obtained a lot of testimonials and my target audience would have been able to follow my journey from the beginning.

Marketing simply means doing things and saying things that help to solve other people’s problems and in so doing will enable you to sell your service or product. The clearer you are in your vision about what you are selling, the clearer you are about whom you are selling it to, and the easier it becomes.
Also, a natural part of creating a market for your coaching business is building a business and a life that you truly love. To get to a business you love, the first thing you need to figure out is the ‘why behind the business,’ ‘Your Big Why’. Knowing your why will help you to speak with your audience and solve their problems. Imagine if you are driving a car without knowing where you are going; it will be impossible for you to get to your destination. Figuring out your WHY is as important as planning your market.

When you have the clarity of the main objective, then you will know where to focus! And the focus is the fuel that will move you forward. You get the vision for your business, by reflecting where you are at right now. This will help you to get clarity about the business you are creating. Some marketing costs money, but much can be done for free. You are your business front page which means you need to create offers, posts or even write a blog to connect with your audience.

**Attract the Clients You Want**

The reality is that not all people are created equal. Hence, this is also true when it comes to clients. Some people will make great clients for you, and some will not. You have to be prepared to accept that. There will be people who resonate with your work, your services/products, your offers... and others who won’t.

**Create Content**

Create a good content is a great way to share your potential clients your services and products and how you can help them to achieve goals and objectives. It is important to learn which social media platforms are the most effective in reaching your clients, as well as easy, affordable ways to use each platform so you can easily reach the people you want to reach.

**My top tips on how to market a coaching business without spending any money**

Attending Networking Events – this is a powerful and easy way to market your business. The idea is you go to where your target market meets and speak to them. Some events offer an opportunity for you to do an elevator pitch which normally lasts between thirty seconds to two minutes. You will need to go to this type of event, prepared to sell yourself.

Sharpen the saw, this was one of Stephen’s Convey’s seven habits for personal success to be creative you need to take time away

**The Mastermind Principle**

The idea of the mastermind is something Napoleon Hill wrote about in his ‘Think and Grow Rich’ book and it’s an incredibly powerful concept to market your business. The way a mastermind works is simple. You get together with a group of like-minded entrepreneurs and you support each other in growing your business. Often there will be ‘hot seats’, where one person presents an idea or problem they have in their business, and then the entire group does a big brainstorm about the idea. A great mastermind group will work by having great people who are givers, with ‘mental horsepower’ and emotional intelligence to be able to contribute to the group at a high level. This is the very essence of a mastermind; everyone is there to focus on helping their fellow members, and they know the rewards will naturally come as part of the process.

**Be Healthy**

I see so many coaches, and entrepreneurs working twenty four hours a day to create a business and forget to look after themselves. It’s important to take care of yourself ‘mind, body, and soul’; create a good habit of eating healthy, nutritious food, get enough sleep, exercise and meditate. This will help you to maintain your energy and productivity.

Now it’s your turn. All of my personal experiences have been gained by doing something constantly and taking action each day to build my coaching business. I have remained willing to learn at each hurdle and stayed open to change the process of building my business when it is necessary. The key is to take the first step and to keep learning. Don’t expect to make a lot of money overnight. Don’t compare yourself to other coaches; remember you are unique. Expect to make some mistakes and learn and work a lot. Expect some frustrations; invest in personal growth and have fun helping others.

Think about the ONE big goal you want to achieve in your business this year.
Did you realise that there is much to learn from Michelangelo about how you can make an impact in your career? His creating a sculpture out of a rock can show you how you can market your coaching business to connect with potential clients, or how you can grow your coaching business.

When undertaking a project, the great artist first came up with an idea of his work of art. He painstakingly searched for the best piece of stone that allowed him to bring his approach to life. Then he would start chipping away at that stone piece by piece, until he created a masterpiece such as David. Considered the most beautiful sculpture of the Renaissance period, an opinion that has not changed today, David is an enduring testimony to Michelangelo’s skill and genius.

Although you are an expert, you have probably discovered that the road to grow your influence and impact your bottom line is a long and difficult one. Most likely, your potential consumers perceive you as a peer. Most of you are looking for the modern-day equivalent of a lasting work that will make others recognise you as an expert in your field. You are that quality piece of marble that is the seed of the masterpiece. Education, experience, and your work with others takes on the work of the chisel as you smooth out the sharp edges and bring into definition your assets and how you present yourself to the world. In all his masterpieces, Michelangelo’s reputation hinged on the rich detail of his paintings and sculptures. In that detail, his creations seemed to come alive and resonate with almost anyone who enjoyed his works.

Let your approach be similar to that of Michelangelo’s. You are your ‘brand’s message,’ and your authentic brand should encompass values, vision, mission, innovation, quality, excellence, transparency, leadership and anything else that is important to you. Let your brand’s message project your voice with grace and dignity. You want to earn a substantial loyal following because of your knowledge and transparency. In this way, others recognise you as a real influencer because of the value you provide to peers, clients, and other followers as you make a difference in their lives. They will see you like the David in your field – a recognisable expert that others seek out.

**Define Your Unique Message**

The first step is to define your unique message that sets you apart. A message is a promise to others that you deliver over and over again. You probably have a general idea about how you present yourself to the world. In that detail, your creations seemed to come alive and resonate with almost anyone who enjoyed his works.

<table>
<thead>
<tr>
<th>Questions to Answer:</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are your strengths and flaws?</td>
</tr>
<tr>
<td>What is your modus operandi in day-to-day operations and challenging situations?</td>
</tr>
<tr>
<td>What is your purpose that helps you spring out of bed every day?</td>
</tr>
</tbody>
</table>

**Sharpen it**

Now that you have defined the message, the second step is to sharpen it. Before you continue, reflect on why did you get into coaching profession? You will find that at the heart of your trade that you genuinely want to serve people and make a difference. When you are aligning your message with your business, you cannot be all things to everyone. The key is to focus like a laser beam. As you chip away at the excess stone, you will be able to identify your ideal market and understand the landscape of your industry. By absorbing the market that you work with, you are concentrating your efforts on those you can best help. The process will crystallise your message to be genuine and distinctive. Ask yourself some of these questions as you pinpoint your message:

- Is your message a seamless extension of who you are?
- Is your message positive?
- Will your message stand the test of time?
- How can you align your core values and your business?
- Who do you want to serve?
- What do you want your coaching business to look like?
- What does your coaching business do for others?
- Does your message differentiate you from other companies?
- What makes your message genuine and distinctive?
- Does your message resonate with your customer base?

**Become an Influencer**

Once you have decided on social media platforms, the fourth component is to become an influencer when you mobilize your message to your market. It is time to use the tools at your disposal for making your message a movement. You want your prospective customers to know who you are. You desire to connect you with the type of people you want to work with while encouraging others to live their life with a similar philosophy. You want your message to start conversations, build instant credibility, and lead people to seek you out to engage you personally. Example questions to make your message a movement are:

- Are you willing to embrace and embody virtues like sincerity, patience, perseverance, acceptance, humility and more to establish and grow your message?
- Are you willing to take responsibility for your message and make it a way of your life to build the connection, trust, and meaningful relationship with your market?
- Are you willing to embrace and embody virtues like sincerity, patience, perseverance, acceptance, humility and more to establish and grow your message into a movement?
- What steps are you going to take to increase your visibility?
• How can you be seen consistently and repeatedly so that you engage your market?
• What will you do to help your audience so that they become your champions and help you expand your reach?

The Easiest Thing About Networking
by Reginald Jackson (USA)

For some of us, the thought of going to a networking event conjures up images of a blind date gone bad. Maybe you are uncomfortable at the notion of going someplace where you will know anyone, and maybe you are scared to death of what may (or may not) happen. When you go to a networking event, what do you say? What do you do? Does the thought of it bring on not so pleasant memories or feelings of dread or fright? Maybe for you it’s not that severe. However, it is for some.

Maybe you just don’t see the point in going in the first place. More times than not, there can be a stigma you’ve attached to networking that makes it an unsavoury event. If this describes you or someone you know, I have good news for you. Networking is actually one of the greatest tools ever!

Networking is nothing more than meeting people and creating relationships. For all intents and purposes, you have been networking all your life. It goes back as far as (maybe) daycare or kindergarten. Think about it. It’s everywhere you look (meeting people and creating relationships).

Today’s kids have ‘play dates.’ Networking!

When you were growing up did you ever sell anything for a school project (wrapping paper, fruit, magazines, etc.)? Networking!

Asking friends if they know that guy or girl in Mr. Franklin’s English class? Networking!

You get the picture.

Whether you are the initiator or on the receiving end, you play just as much of a pivotal role as everyone else in the conversation. You would be surprised at how many people you know personally and professionally. All of these people are a part of your network. Never underestimate the power of your networking ability.

As far as networking events are concerned, they need not be among the worst things in the world to do. What’s even better is you don’t need an event to network. The thing that makes networking so valuable is the call to action. It’s the part of the conversation that starts with, ‘Who do you know who...?’ Example: Who do you know who works in ______? or: Who do you know who is looking for ______?

You would be surprised at how small the world really is. The answer to those questions are not that hard to come by. There are usually 2 to 3 degrees of separation between you and whoever you (or someone you know) are looking to meet or connect with.

Most people, in some way, shape or form, want to help. When we are asked a question, we typically try to answer it. Better yet, once the question is asked, the mental Rolodex (dating myself) starts spinning. All depending, the question will remain (in the brain) until it’s answered; even if the question is posed to someone else in search of the answer.

The point is, networking is much easier than most believe. Keeping these thoughts in mind will help you realise the easiest thing about networking is you!
Access to information has never been easier. We live and work in an age of super-fast sophisticated technology that pushes the latest news stories (useful or not!) to our phones, ensuring that we are constantly hooked in to the information superhighway.

Yes, we may well be heading for information overload, and in many ways a regular digital detox is not a bad thing, but are we all really using digital communications to our best advantage? Effective and measured use of technology is one of the best ways to let people know you are there, it will help you reach new audiences, you can share your thoughts and opinions with the world, raise important issues and ultimately grow your business by raising your profile.

Although traditional PR and communication methods still have their place, there is now so much more that business owners can do to promote themselves without having to allocate a hefty PR budget, and that is mostly down to the dawning of the digital age.

By using communication platforms such as social media, blogging and your website you can quickly respond to breaking industry news, so make time to become hooked into the latest coaching developments, then promote yourself as an accredited and qualified coaching expert.

So, what are the REAL advantages to tackling your own PR and marketing?

We have the chance to have our opinion heard and considered, and we have the chance to raise issues that are important to us and discuss situations where coaching could play a beneficial part in terms of progress, conciliation or improvement. It should also be remembered that for many coaches applications such as Skype or FaceTime are lifelines for clients and make accessing coaching sessions much easier.

In themselves they are excellent marketing tools. We can promote our activities to potential clients, the media, professional organisations, the corporate sector and event organisers.
Traditionally, if we wanted to alert the media to our activities we would engage the services of a PR consultant who would create a media plan or campaign for us, write press releases on our behalf and contact relevant media contacts. This still works well for many businesses and should not be discounted as a method of communication.

However, it is expensive and there are no guarantees of media coverage or an increase in clients. In fact, most PR consultants are quick to point out that without an effective sales and marketing function, PR alone will not necessarily increase the number of clients you work with. What good PR WILL do though is to RAISE your profile and let people know about you—the media included.

Organising your own PR and marketing activity requires scheduling and regular attention, but if you are an accredited coach with the backing of a recognised professional organisation behind you, you are already half way there to raising your profile and reaching more clients. You are already benefitting from being part of a recognised professional body that has the credibility needed to be taken seriously. Take of a recognised professional body that has the advantage of this opportunity and promote the credibility needed to be taken seriously. Take

Blogging

remains big business and is a great way to raise your profile. There are plenty of platforms to choose from, many are free, and they have a superb range of templates. Take time to plan your content and post regular updates. Create short articles with great photography for real impact and always create original content with a powerful call to action at the end to help you build your database. Many bloggers end up collating their blogs to create a book—after all a published book is becoming the new calling card!

Social media platforms are also useful but that doesn’t mean you have to use them ALL! Choose the ones that best reflect your brand and make them work for you by posting regularly. Original content works best, but sharing is fine too!

YouTube is highly effective and increasingly we are responding better to video content than anything else. YouTube links can also be embedded in your blog posts and shared across other social media platforms. Keep videos short, share original engaging content and offer real value to your followers.

The media always want stories from professionals and experts who have good, solid case studies to offer. Some of your clients may wish to remain anonymous which is, of course, perfectly acceptable. However, some will be happy to share their positive experiences of working with a coach, so always ask them if they are interested in participating.

Blogs can be taken one stage further with the introduction of an email newsletter. Just remember to always give people the option to opt out at any time. These are a great way to advertise your services and alert people to your offers. Always offer lots of free quality content such as tips and advice to keep your readers coming back for more.

Traditionally, if we wanted to alert the media to our activities we would engage the services of a PR consultant who would create a media plan or campaign for us, write press releases on our behalf and contact relevant media contacts. This still works well for many businesses and should not be discounted as a method of communication.

So, what are the potential platforms and ways that we can all tap into to help us grow our businesses successfully?

Blogging remains big business and is a great way to raise your profile. There are plenty of platforms to choose from, many are free, and they have a superb range of templates. Take time to plan your content and post regular updates. Create short articles with great photography for real impact and always create original content with a powerful call to action at the end to help you build your database. Many bloggers end up collating their blogs to create a book—after all a published book is becoming the new calling card!

Social media platforms are also useful but that doesn’t mean you have to use them ALL! Choose the ones that best reflect your brand and make them work for you by posting regularly. Original content works best, but sharing is fine too!

YouTube is highly effective and increasingly we are responding better to video content than anything else. YouTube links can also be embedded in your blog posts and shared across other social media platforms. Keep videos short, share original engaging content and offer real value to your followers.

The media always want stories from professionals and experts who have good, solid case studies to offer. Some of your clients may wish to remain anonymous which is, of course, perfectly acceptable. However, some will be happy to share their positive experiences of working with a coach, so always ask them if they are interested in participating.

Newsletters, online publications, magazines, TV and radio are always looking for people to interview and feature. Start to build a media contacts database by researching your local media first and then build up to national and international media outlets. A short-emailed press release to a news editor may be all it takes to attract their attention!

A good, simple, clear website with excellent photography and a logo will attract new clients. Be sure to include short, sweet and to the point information about why you are there, how you do what you do, and what you can offer them. Include a short bio and contact details and remember to update it regularly.

If you are not already a member of a professional organisation consider joining one. You can find out more about Why Your Accreditation Status Matters here https://coach-accreditation.services/accreditation/why-your-accreditation-status-matters/
The No. 1 Magazine for Life and Business Coaching