

RESPONSIBILITIES OF A COACH

A Coach Is ...

- Your own personal trainer to enable you to achieve your goals
- Your champion during a turnaround.
- Your trainer in communication and life skills.
- Your motivation when strong actions are called for.
- Your unconditional support when you take a hit.
- Your mentor in personal development.
- Your co-designer when creating an extraordinary project.
- Your beacon during stormy times.
- Your wake-up call if you don't hear your own.
- To push you forward to excel.
- To help you find your purpose.

And most importantly, your teammate in helping you have all of what matters most to you.

What is Coaching?

Coaching is an on-going partnership that helps clients produce results in their personal and professional lives. Coaching is forward looking and focused on taking action that the client is willing to take to achieve their goals.

The role of the coach:

- i. Help clients get what they want in life by breaking down the barriers that they impose on themselves.
- ii. To find the potential in a client.
- iii. To accelerate the client's' progress by providing greater focus and awareness of choice
- iv. Concentrates on the client's willingness to do what it takes to get to where they want to be
- v. Helps clients find alternative plans to achieve their goals and reflect on both.
- vi. Team up with the client to greater Self-awareness, Focus and Accountability.

Personal Fitness Trainer Analogy

When you go to a gym they will first ask you what your goals are:

- i. Lose fat? Lose weight? Build muscle? Build endurance? Increase stamina? Etc.
- ii. They will then see where you are at with regards to your goal.
- iii. After establishing exactly what you want and over what period of time you want to achieve it the trainer will then devise a plan of action of what you must do in order to achieve your goal.
- iv. Along the way your personal fitness trainer will encourage and motivate you, ask you questions about your motivations and any barriers that you face and will help you.
- v. The end goal of a trainer is to help you achieve your goals a lot quicker and more effectively than if you did it yourself.

The role of a life coach is similar to a personal trainer, with many commonalities, but their focus is more on mindset.

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Empowering Human Relationships through Leadership and Communication