

# Coaching Frequently Asked Questions

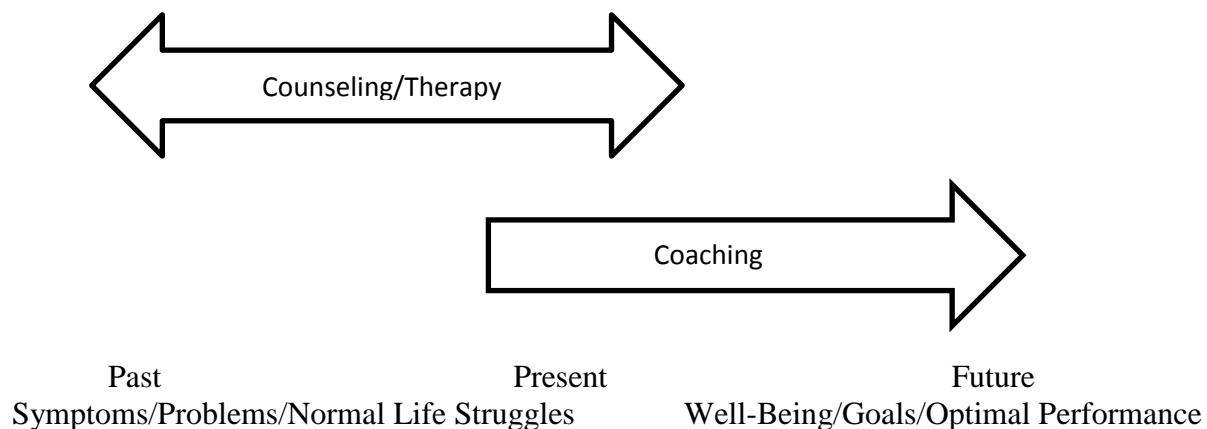
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## What is life coaching?

Coaching involves a professional relationship between a coach and a client with the focus on assisting and motivating the client to establish and meet specific personal goals. The coach is an encourager, supporter, motivator, and challenger. Coaching involves building on the client's strengths, setting clear and realistic steps, and taking action. Clients are usually getting along well in many aspects of life, but still able to identify area of life in which they want to grow or enhance. Coaching provides a safe place to discuss life goals and ways of overcoming obstacles. The focus is on enhancing life, self-improvement, goals achievement, and reaching one's potential.

## How does coaching differ from counseling or psychotherapy?

While there can be some overlap between coaching and counseling in terms of what is addressed and the techniques used, there are important differences. Traditionally, clients seek counseling to help with personal problems. The focus is often on treatment of dysfunctional issues such as alleviating depression or anxiety symptoms. Clients may receive a diagnosis. The focus may be on the impact of past events, working through emotional pain, exploring psychological causes for personal problems, the unconscious, developing ways of coping, etc. I developed this graphic to illustrate that coaching often takes off where counseling ends:



## How does coaching differ from consulting?

In consulting, the consultant has expertise in a certain area, and after reviewing a client's or organization's situation, makes recommendations, gives advice, offers solutions, or provides a new product or service. The relationship is typically unidirectional, with the consultant viewed as the expert. In coaching, the client is viewed as the expert, and the coach facilitates a co-developed agenda between the client and coach.

### **Does coaching work? Do I really need a coach?**

Yes! Many successful individuals have found that having a life coach has provided the extra push they needed in moving them toward their goals. A personal life coach provides a professional to be accountable to each week. The coach will help you keep focused on your goals. Think about a personal trainer for exercise. Sure, you can work out on your own, but having a personal trainer keeps you focused and on track. Having a life coach works in a similar manner. A growing amount of research has demonstrated that life coaching leads to positive outcomes including increased well-being and goal attainment.

### **What kinds of issues do people discuss with a life coach?**

Here are some examples:

*David* was thinking for many years about starting his own business as a used bookstore owner. He worked full time and had two young children. David felt he needed to keep his job for the stability and security of the income and benefits, so never took any steps toward his dream. Coaching helped David to take small but forward moving steps to setting up his business while balancing his work, family, and life demands.

*Corey* had an idea for a new health care related invention. The process from idea to product production seemed daunting. Coaching helped Corey break down each step along the way, and have a place for support in the face of many obstacles.

*Carmen* had been struggling to complete her dissertation. Her advisor was helpful at times, but kept giving her revision after revision. The process felt like it was taking forever, and she sometimes felt she wanted to give up. Coaching helped Carmen keep up her motivation, and eventually graduate with her Ph.D.

*Tom* recently took a promotion to be the director of a YMCA. He saw the need to build a cohesive staff team, but what he was trying didn't seem to be working. Coached provided Tom a place to discuss his vision and receive feedback about implementing his changes and becoming a respected leader.

*Jacquie* worked as a student affairs administrator in a medium sized state university. When she attended conferences, she always felt enthused about trying new ideas, but then nothing seemed to work on her campus. Coaching assisted Jacquie in assessing the needs of her students and staff, examining why some things were not working, making changes, and implementing effective programs in the departments under her.

*Mike* fantasized about being millionaire one day and never having to worry about money again. Recently, Mike lost his job due to layoffs after working for the same company for 9 years. He and his partner had accumulated some savings but now felt his millionaire dream was impossible. Coaching identified and used Mike's strengths including creativity and persistence to increase his income in ways he previously had only dreamed about.

*Sonya* had a full plate with her kids, jobs, and community involvement. She felt she was disorganized and always pulled in many different directions. Coaching improved Sonya's time management and got her home, work, and life organized again.

*Amanda* knew that she could benefit from increasing her exercise and improving her eating habits, but never was able to be consistent in making changes. Recently, she learned her cholesterol and tri-glycerides were extremely high, and her doctor prescribed her medication. Coaching made it possible for Amanda to develop and maintain exercise routine and create healthy meals and snacks which led to her feeling better, having more energy, and getting off the medication.

*You* have goals that you want to meet, but for one reason or another life gets in the way. Coaching will work with you to help you succeed!

**How do I get started?**

Visit <http://www.larrymarks.net> to contact Dr. Larry Marks today.