



Everything You Always Wanted to Know About Coaching *But Were Afraid to Ask*

“My chief want in life is someone who shall make me do what I can.”

-Ralph Waldo Emerson

Without a doubt, one of the strongest forces today in business success is executive coaching. Every top successful leader has a personal executive coach. From CEO's to Executive Vice Presidents coaches are partnering with leaders to make them stronger and more successful in business and in life. Donald Trump has recently written a book about his coaching experience. Yet as I go around the country I am amazed at the lack of information regarding coaching. People confuse it with consulting, mentoring and therapy. What is the difference and why do people need coaching to become successful in today's world?

The International Coach Federation defines coaching as “an ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations. Through the process of coaching, clients deepen their learning, improve their performance, and enhance their quality of life”. While both coaching and consulting are client focused they differ in approach and delivery. Coaching is based on accessing the client's expertise (or clients in the case of group coaching) to determine how best to reach their goals. Consulting, on the other hand, is more about the delivery of the consultant's expertise, a mentor guides you through the steps they took to reach the goal they have achieved and therapy goes into your past to see where you have been and what brought you to this point.

Lisa Yakobi is a Professional Speaker and Executive Coach, based on Long Island, New York, with a national clientele from account executives to global consultants. I felt a person-to-person interview with her would help readers understand the significant impact coaching can have on their professional and personal lives.

JM - “Why would someone hire a coach?” LY - “If you want to perform at consistently high levels, have a life oriented around your deepest aspirations, make a challenging transition or have more time for what truly matters to you hiring a coach will enable you to achieve your goals quickly and easily. Coaching is a synergistic relationship that assists you to access your intuition, leverage your strengths and take the actions which

will give you the results you want most. A coach will validate and support you in making a commitment to honor your highest vision of yourself and your life.”

JM - “How does coaching work?” LY - “Through a series of on-going telephone sessions your coach challenges you to create an empowering personal vision based on your values and priorities. You partner with your coach to set goals and craft strategies to keep you focused and on track to meet them.”

JM - “What can you expect to achieve with a coach?” LY - “Coaching is about results. And coaching is about doing what is most important to you now. Many of us are overwhelmed with multiple goals and responsibilities and have little time for our families or ourselves. Through working with a coach you can determine what really matters to you and what you want most to achieve. When you focus on that the rest has a way of falling into place.”

JM - “So many people don’t understand how is coaching different from therapy. Can you explain the difference?” LY - “Coaching is essentially about creating a blueprint for how you want your life to be today and in the future. Therapy is more about articulating and understanding your feelings. The emphasis in therapy is on healing. The emphasis in coaching is on envisioning a future and identity you want to step into.”

JM - “How long does a coaching relationship last?” LY - “The collaborative nature of the coaching relationship will empower and inspire you to make dramatic breakthroughs rapidly. You will start to see the outcomes you want even after your first coaching session. People set three month, one year and long term goals. Some people get the results they desire within months. Other’s who want sustained accelerated success find coaching indispensable.”

JM - “Can you share a story about what one of your clients has achieved?” LY - “One of my first clients shared a dream of making it in the music business. She later told me that because I took her dream so seriously it was the first time she was able to take it seriously herself. In less than a year she went from being a psychologist who did musical children’s parties, to giving concert of her original songs and having a CD paid for, produced and distributed and acknowledging me on the CD cover for my inspiration and encouragement.

There’s a magic that happens when one clearly defines and articulates one’s heart’s desire and is fully supported every step of the way. More than anything else, coaching is about returning to that sense of greatness, possibility and inspiration that we’ve all held in childhood and finally becoming the person we’ve always wanted to be, doing what seemed like just a dream.”

-Jim's note: I met Lisa Yakobi at the National Speaker's Association Winter Workshop in February, 2006. I didn't think my business could improve much more than it had over the previous year. After working with her as my Executive Coach, my business increased

exponentially. She has inspired, energized and encouraged me to get focused on a track to meet and exceed my goals.

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Jim Mathis, CSP is an international Certified Speaking Professional, executive coach and trainer. To subscribe to his free personal and professional development newsletter, please send an email to: subscribe@jimmathis.com with the word SUBSCRIBE in the subject. An electronic copy will be sent out to you every month. For more information on how Jim and his programs can benefit your organization or group, please call 888-688-0220, or visit his web site: www.jimmathis.com.