

Why Coaching Works

by Bob Covey LCSW

So you've got this thorny problem. It's been around for years, actually. Like a worn tire, a high mortgage rate, or an unhappy spouse, it shouts 'fix me! Or the next time you hear from me, I'll be worse!"

Only your thorny problem is more amorphous and elusive because it's mostly about YOU and your needs. It's not so easy to handle - needing to be more efficient at work, wanting more meaning or satisfaction from work, or not finding time or energy for things you really want to do. And when it's about you, the shout 'fix me!' can be quickly obscured by the tempting 'I need more time', the alluring 'eminent crisis', or the sensuous 'major distraction'.

All this has been with you for a long time, but what to do about it? Through direct experience, training, and client satisfaction, we have become committed to the power of personal coaching, its practicality, focus on current and future results, its gentle persuasion, and ability to reach you and work with you where you live!

This truly personal process, unlike advice giving, consul-

tation or education, works from 'the inside out,' turning worry and tension into your focused life force!

The power in the personal coaching process stems from the dynamic relationship that you and your coach deliberately create, support, and nurture each minute of your work together. As trust of each other and of the process grows, your unique resources emerge.

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In a relationship where real listening is offered, you can hear your own voice, your ideas and your feelings. You develop them further in conversation. This is where many people become more fully acquainted with themselves.

The coach's comments and observations, always in the

context of listening and discovery, infuse an intimate conversation with the perspective and wisdom of that coach's life experience. Imagine, a trusted, life experienced confidante and your wisest self learning about and planning for YOU!

By listening and actually tracking yourself, articulating all your ways of knowing yourself into your own vision, and by expending your own energy on yourself, you learn what it feels like to be your own ally.

During the sometimes long process of executing your plan, the working relationship you have formed with your coach and with yourself allows accountability to be a shared, pleasurable tool instead of something to be feared.

Obstacles melt in a good coaching relationship; you grow forward in your steady successes and burgeoning confidence!

Let's talk about how this might work for you.

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