



## Coaching

JOAN C. KING, PhD, PCC

# What is Coaching and Why Would Someone Hire a Coach?

As a Personal/Professional Coach I help people evoke their greatness! Like the 7,000 coaches in 29 countries across the world, I work in close partnership with individuals and groups. Why would someone hire me or any of the other 7,000 coaches (members of the International Coach Federation, the credentialing organization for coaches)?

- Have you wanted to make a significant change in your personal or professional life?
- Did you make that change?
- How long did it take you to take directed action — 6 months, a year, more?
- Did you go about making the change in a way that was satisfying to you?
- Are you sustaining the change you made?
- If you didn't make the change you wanted to make, why not?
- Do you still desire to make that change?

Trained to listen deeply to what you say, as well as what you don't say and observe your actions and reactions, a coach functions like a mirror and uses questions to assist you to:

- see your self and the situation you want to change or create, clearly
- recognize and explore possibilities and opportunities that resonate with you
- design and implement strategies that are aligned with your values

- create situations in which YOU will THRIVE!

"Questions" are a major expert tool that coaches use in coaching. Acknowledging your inner wisdom, coaches understand that you yourself, have the answers to your challenges. They also understand that you may not recognize those answers. Consciously and purposefully, coaches develop a strong alliance with their clients. They create a safe space to support their clients in facing their challenges and unfolding their wisdom. The client will begin to see what they want to pursue as a consequence of engaging in the coaching process. The coach and client, together, develop strategies and specific actions the client will take in a defined period of time.

A coach partner is committed to your success, defined in a way that is completely resonant with the truth of who you are. As the coaching process continues, the client begins to comprehend their strengths and experience them in action. Step-by-step, the client becomes aware of what is important to them in their present circumstances in contrast to what might have been important, ten years ago, one year ago or even last month. We are dynamic beings engaged in the process of learning the power of who we are.

The upcoming coaching columns will explore various aspects of coaching. I welcome questions about coaching from readers. Each day, take the opportunity to purposefully and consciously create something that expresses who you are that day. Explore your greatness and come to experience it.



*Professional and Personal Coach, Consultant and Workshop Leader with twenty 5 years as an educator, scientist and administrator in universities and academic-based organizations, Joan C. King, Ph.D. is a certified Success Unlimited Network Coach. Joan is the Founder and Principal of Beyond Success, [www.beyond-success.com](http://www.beyond-success.com). Her book Cellular Wisdom is now in bookstores! Send your questions for future coaching columns to [joanking@beyond-success.com](mailto:joanking@beyond-success.com) or call 970-226-5626.*