



A Conversation With Life Coach

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In the not so distant past, I assumed that when I couldn't deal with life completely on my own it was a sign of weakness or failure. Ten years ago while managing a full-time career, three children and life after divorce, I hired my Life Coach. She helped me stay focused on goals, supported me as I dealt with some major health issues, and provided tools and resources as I rediscovered my passion and joy.

With the introduction of the coaching profession over the last 15 years, individuals, businesses and organizations have also realized the importance of having a skilled professional's support to address work and life challenges. Ultimately, the benefits achieved can be higher levels of success, confidence and balance—both personally and professionally. The coaching profession is growing exponentially. Statistics from the International Coach Federation (ICF) indicate there are presently 15,000 members in 90 countries. In 2006, PricewaterhouseCoopers found professional coaching to be a \$1.5 billion industry globally.

? What is coaching?

A professional Life Coach supports clients moving from where they are now to where they want to be, in all life areas including: career, business, money, relationships, personal organization, health and well-being. Through directed, purpose-driven conversations, clients discover answers, make important decisions, more fully use their natural strengths and strategize to make the shifts needed to create their desired results. Examples of successful results for some of my clients include: changing careers, learning to manage family finances; publishing a book, starting a business; communicating more effectively at work, discovering their life purpose, learning teamwork, managing a recently diagnosed disease, delegating more effectively to employees, and finding renewed passion and joy.

? Am I ready for coaching?

Yes, if you are willing to invest the time, money and work

it will take to move from where you are now to where you want to be. Coaching is not a quick fix. The clearer you are about why you want to be coached, the more successful the outcome.

? What can I expect?

Expect a customized plan to fit your individual needs, schedule and finances. With coaching support and accountability you will enjoy increased confidence and success in carrying out work and life roles. Based on the philosophy that you are naturally creative and resourceful, coaching enhances your capacity to experience your abilities and talents.

? How much time and money will I invest?

Client meetings are conducted individually or in small groups, in person or by phone and may include follow-up in-between appointments. Coaches vary in their time requirements and costs and may meet with a client to achieve one particular goal or project, or design a longer coaching relationship with a pre-determined schedule. Coaching is planned to provide clients with resources and a greater capacity to confidently produce results. Typical charges vary from \$50 to \$350 per hour or more.

? Where do I find a qualified coach?

The best way is through a personal or professional recommendation. Also research the ICF, and local ICF chapters. If you hire a coach, ask if he or she has been specifically trained in coaching skills and currently hold or are in the process of acquiring an ICF Credential. Don't be misled to think a coach is a competent coach because he or she has other professional credentials or set high fees. It is really important that you select a coach you really like and can relate to. Be sure to ask about his or her coaching experience, specific success stories, including the years, people and situations. Check to see what specialized skills or experience he or she brings to coaching or what his or her coaching specialty is. Find out how the sessions are conducted, their frequency and scheduling.

Are you, or someone you know, stuck in unproductive patterns? Is it time to identify obstacles and take action to support your personal commitment to experience life with a sense of knowing who you are and how you want to live your life? Coaching is an ongoing tool – and it lasts a lifetime.

Cindy Nixon-Witt presently works as a personal and professional coach/consultant credentialed with Success Unlimited Network® and affiliated with the ICF. She serves clients through her individual practice, the Leadership Institute at Columbia College, HealthCoach and is aligned with Dr. Joel Sussman to coach adults with ADD & ADHD. For more information, visit CNWSuccessCoach.com, CoachFederation.org/ICF, SuccessUnlimitedNet.com and Seca-1.com. Email Nixon-Witt at cnwcoach@sc.rr.com. See resource guide page 30.