



Limited Access Report

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**Why most coaching doesn't work!
(and how you can find some that does...)**



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Here are some facts:

- 1.Coaching is an unregulated industry.
- 2.Many coaches think they are coaching when they are actually doing something else.
- 3.Most coaches don't know how the CHANGE PROCESS actually works!

<p>Choosing a coach who can actually help you make real and lasting changes is HARD.</p>

These facts are the reasons why MOST COACHING DOESN'T WORK and this creates serious problems for:

- **You** as a client (who wants to make the right decisions, and make some *real* performance improvements)
- For the coaches who really **CAN** help you make those improvements.

I mean:

- How do you identify a coaching professional with no officially regulated bodies?
- How do you know your coach is actually doing coaching with you? (Yes, this is a problem and I will explain why below)
- How can you be confident he or she can actually help you change?

I've written this brief report to help to understand **WHY** most coaching doesn't work and, more importantly, what you can do about it so you don't get caught out.

The information in this report **will** save you valuable time and money, potentially thousands of dollars/pounds.

It can **also** help you find a coach who will assist you in making changes you didn't think were possible to your everyday thinking, feeling and succeeding.

So let's get started..

Coaches, unfortunately, are like buses. There's one popping up on the internet every minute.

- How do you identify a coaching professional with no officially regulated bodies?

In one sense, this is an impossible question to answer. If there is no officially recognised body, you can't go down that route because nobody is 'officially' qualified.

There are bodies such as the International Coaching Federation that have set themselves up with the aim of making the field of coaching more credible and they have introduced some standards and guidelines for coaching competency.

However, there is one question you can ask that helps:

"How did you get your coaching certificate?"

This is useful to ask because some coach-training courses give you a certificate *just for attending!*

A very few award you a certificate when you have earned it by proving you are competent. They use measurable, verifiable standards set by experts.

If you don't make the grade, you don't pass.

I know which certificate I'd rather trust. The one that the coach had **earned** rather than the one he/she been given for showing up.

Secondly, **client testimonials help**.

The more positive testimonials a person has the more likely they are to be able to do what they say they can. If you are able to talk to any of the previous clients and ask questions - even better.

If a person has not earned their certificate but there's a 100 testimonials raving about how much they've changed people's lives they're probably worth a look.

Third, money-back guarantees help. You can tell someone's confident about what they do if they offer this.

Obviously there's no 100% guarantees in life and sometimes the coach offering this will not be able to help you. That's life, and that's why the guarantee helps.

- **How do you know your coach is actually doing coaching with you?**

In the UK at least it is not illegal to call yourself a coach or a counsellor - and not actually be trained to perform those services.

In the USA in many states you need to be licenced to counsel people. The regulations are strict. But not for coaching. There's no official regulations there as far as I know.

So it is actually possible for a counsellor to say they are coaching whether they know they are or not.

But **WHY** is this such a big deal, you may ask - counsellors help people change as well don't they?

Yes, they do **BUT**...

What kind of assumptions do many counsellors and therapists make about 'change'?

- Clients will resist rapid change because they're not psychologically strong enough for it.
- Change is hard, and takes a long time.
- It's in some way unkind or immoral to directly confront a client's perceptions of their ability to change.

Why do they make these assumptions?

Because the type of people they see every day tend to act like these things are true!

Thus, this is a counsellor's dominant experience of the change process: slow and painful!

Coaching is focused on whatever it takes to improve existing and future performance. Counselling is often focused on the past.

The ideal coach is the one whose assumptions can meet your needs. Like 'change' is:

- Rapid
- Enjoyable
- Transformative and positively life-altering

And that they believe **you** are:

- Resilient enough to take challenge.
- Eager to change!
- Full of (or able to access) the resources you need to develop and transform your performance.
- Willing to do what it takes!

Does your coach have that attitude? You can find out by asking the following questions:

A: How quickly can your clients change?

B: How do you gauge how much your clients can 'take' being challenged about their thinking?

You want to hear them say something like:

"Rapid change is extremely possible and even if it's hard work, we'll challenge the socks off you to get you where you're going. You game for that?"

You see, real coaching is truly transformative but true transformation is not something many people see every day.

A few years ago I had an experience of the truly new that may serve as an example.

I live in London, an extremely multicultural city.

Popping down to the high-street I will see Africans, Filipinos, Latin Americans, Indians and many other people from around the world - I see this diversity every day.

But when I went to New Zealand and saw the Māori people who live there I actually caught myself staring for the first time (sorry!).

I'd never seen women so big and muscular with so many tattoos. They weren't all like this of course, but the ones that were, were an entirely new sight for me.

It is the same with your ability to change.

You may THINK you've seen yourself make some radical changes (and perhaps you have) but when you experience a really powerful guided change process you may catch yourself staring - **at the new you in the mirror.**

Are you game for that?

You may also want to ask:

- **Do you actually teach me any strategies or techniques to help me?**

This is a trick question. What you want to hear is that they will teach you techniques where necessary but basically, no, they won't.

Why?

Because real coaching helps you find your own answers which are much more persuasive than hearing someone else's!

I wonder - has there ever been a time when you've been telling someone what they need to do for YEARS and they've not changed.

Then one day they tell you they've changed and you say " But I've been telling you that for YEARS!"

"Yes," they say, "but I wasn't ready to hear it until now!"

You need to know that they are there to help you find your **own** reasons to change, one's that speak directly to your needs.

So to summarise, real coaches assume you have the resources to make the changes you need and they help
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you find your own most powerful reasons and strategies for doing so. If you hear them mostly telling you what to do - that's not coaching.

- **How can you be confident he or she can actually help you change?**

Ohh, this is another tricky one. Again, you can't really know for sure but certain things help.

We've already talked about testimonials because they represent other people's confidence in the coach.

However, here's a question that should cut to the chase:

- **How does the change process work?**

What you are listening for is that the coach has an understanding of how people actually make changes.

What I mean is change doesn't *magically* happen - there is a process containing several elements that HAVE to be present for a lasting change to take place and stay in place.

If your coach does not have an understanding of how the change process works then he or she will probably have two other things:

- A grab-bag of techniques he or she will try at various points.
- A coaching model.

The latter is better than the first - I mean, would you want your doctor to use a 'grab bag' of techniques on you - perish the thought!

A coaching model means that the coach has a process for coaching you - but DO THEY KNOW HOW CHANGE TAKES PLACE DURING THE COACHING?

If not, then you'll have to rely on the testimonials. But I'd ask for a money-back guarantee.

SO HOW DO YOU CHOOSE A COACH WHO CAN HELP YOU MAKE REAL AND LASTING **CHANGES**?

To summarise:

Find a coach who:

- Has *earned* his or her credentials.
- Has client testimonials, the more the better. (Speak to existing or former clients if you can.)
- Believes *change* is a positive experience.
- Understands **how** the change process works.
- Intends to help **YOU** find our own compelling reasons for changing and your own strategies for doing so.
- Offers a money-back guarantee.

Having a **free session** with the coach can help, especially one where you can ask questions about any concerns you have.

I have written this report to help you make good choices when choosing a coach. I hope you find it useful.

If you are interested in making such real and powerful changes for performance improvements then I humbly ask you to consider having coaching with me: Douglas Cartwright.

- I earned my qualification from the Meta-Coaching Foundation, passing one of the most rigorous performance exams in the world (higher than the International Coaching Federation). And I have to re-qualify every four years.
- I offer a **free consultation** and over 80% of people go on to have coaching because of it. Go to www.livingwords.net/consultation.html to book a time that suits you.
- Clients have blessed with their testimonials. You can read them at www.livingwords.net/testimonials.html
- I am highly trained in the actual mechanics of HOW people change and can explain the process if necessary.
- I offer a money-back guarantee which no-one has used in two-and-a-half years.
- I don't work with everyone who wants to work with me but I do refer on if you're better served by someone else.

If you're interested in talking further feel free to contact me, Douglas Cartwright, on:

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