

Winning Ways

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*A publication of
Winning Ways
Developing Goals, Focus and
Leaders*

This copy of Winning Ways is a gift for you from Winning Ways, Inc. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our sales, strategic planning and coaching services. We help you achieve the results you and your business want! We are committed to helping you achieve your goals.

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Why the Coach Needs a Coach

By Betsy T. Hudson, Corporate Coach, Winning Ways, Inc. Washington, DC

Top performers in many fields such as sports figures, recording artists, actors and actresses have traditionally hired coaches to help them reach higher pinnacles of success. In recent years, business and corporate professionals have seen the benefits of hiring executive, sales, and organizational coaches to increase their levels of achievement. Shortly after beginning my practice as a corporate coach, I hired my own coach, and many people I meet express surprise at this revelation, asking "Why would the coach need a coach?" Why **does** the coach need a coach? For the same reasons our clients need us, and here are 5 reasons why.

A desire to take it to the next level

The primary reason a top performing professional hires a coach is a desire to increase results, to "take it to the next level." While attending classes and seminars, reading books, and listening to CD's and watching DVD's on improving performance is beneficial, nothing is as valuable as one-on-one attention from a trained expert. Engaging a private teacher, an expert whose job it is to help you succeed, is the ultimate in taking charge of your destiny. Simply by making the decision to hire a coach, many individuals see an increase in focus, due to an increase in self-esteem as a result of taking action to improve their situation. So why would a coach make a decision to hire a coach? For the same reason: to take his practice to the next level, by having someone work with him one-on-one to evaluate, establish a plan, and execute techniques to provide even higher levels of service to clients, as well

as develop more effective methods of managing a business. Any person, in any profession, who recognizes that we can always be better, that there is always untapped potential to be developed, hires a coach to assist in reaching new levels of performance.

Hold up the mirror

When I begin working with a client, I frequently explain that one critical function of the coach is to "hold up the mirror," to encourage clear introspection and honesty about what attitudes, actions, and intentions truly exist for the client. This is not a two-way mirror; it is not about what the coach sees. The coach's job is to hold the mirror, and help the client see the truth for himself, to come to a realization of what may have been hidden, denied, or subconscious. The process is designed to help clients bring those factors to light, assess their origin and impact, and design a plan to move forward. The first step is looking directly into that mirror, sometimes a magnifying mirror so to speak, to identify real obstacles to success, and commit to the plan. A coach does this every day with her clients, why would she not be able to hold up her own mirror? Precisely for that reason: It's not about what the coach sees; it's about what the client sees. Few human beings really want to hold up their own mirror, and the coach is a human being like any other!

Accountability

Why would any high-achiever need someone to hold them accountable? As

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Who We Are and What We Do

Joan Fletcher President and Founder

Joan launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Joan works with clients on sales, strategic business planning and leadership. She believes that combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Her expertise is in helping you find the solution to your business challenges.

Betsy Hudson VP of Business and Educational Development

Certified as a Sales Professional and as a Facilitator by the National Association of Home Builders, Betsy has held leadership positions in sales and marketing with the leading home building companies, including Pulte Homes and Centex Homes. In her 18 years in this field, she has earned a reputation for her ability to motivate both clients and team members to set and achieve goals.

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professionals become more successful, often they rise to the top of their organization or department, and feedback on performance becomes inconsistent, infrequent, or non-existent. As humans, we all need guidance from time to time, someone to help us prioritize all the tasks and projects, set deadlines, and reinforce us when we meet our goals. Having a weekly call forces the client to focus on completing specific predetermined tasks, frequently the least desirable assignments. For a CEO this may be a decision regarding downsizing a department and terminating employees, for a coach, this could be gathering the final information necessary for the accountant to complete the business taxes, and neither will accept coming to the weekly call without having completed the assignment. Many clients cite this as one of the most beneficial aspects of coaching, and can attach measurable results that attest to the efficacy.

It's lonely at the top

Have we heard that one before? The reality is, employing a coach fills a void that exists as professionals reach higher and higher levels of success, that of having an impartial, intelligent, and honest sounding-board for brainstorming ideas and issues. So much pressure is present for executives, and it truly is lonely in that place, where many things cannot be discussed with other personnel, and time to search out the right person is scarce in most companies. Having someone who will "just listen" and allow the client to express thoughts, feelings, concerns, and dreams is invaluable. Ask any chiropractor, personal trainer, or hairstylist, and they will tell you that their clients frequently just want someone to listen. Corporate leaders find that having a confidant provides a safe and effective environment to explore ideas. For a coach being coached, it provides the same, and is even more critical since most coaches are independent providers working alone

without the benefit of an organization.

Walking the walk, talking the talk

For professionals in leadership positions, this may be one of the most important reasons to hire a coach. As leaders and managers, we constantly encourage our employees and team members to develop themselves, to engage in a plan of self-improvement. Working with a coach is the ultimate in self-development, hiring someone whose priority for an hour a week is to help the client develop his potential. We know our people learn best and are most influenced by modeling, or following the lead of those we admire. Members of an organization take their cues from their leader, and knowing that the "top" people acknowledge that they can always be better, learn more, and achieve higher levels of success through a focused plan of action, demonstrates integrity. Conveying the belief that self-improvement is more than a concept, more than just "talk," is critical to the growth of an organization, as individual growth leads to corporate growth. In the same way, a coach makes it her life's work, and therefore belief, that the process of coaching helps people develop their potential, and improve their lives and businesses. This belief then carries over into daily personal practice, and thus the necessity for a coach to have a coach.

Why does a coach need a coach? For the same reasons as any other high-performing professional who is looking to grow, develop potential, and take results to the next level. Having someone to listen, hold us accountable and hold up the mirror helps us focus on serving our clients, and achieve our goals. For great coaches, "walking the walk and talking the talk" is the most important reason to hire a coach, because integrity is at the heart of great coaching. We must live our belief in continuous self-improvement, and never be satisfied that we are "good enough" to stop learning and developing ourselves.