

What is Coaching?

More about Coaching

1. Coaching is distinct from consulting, therapy, and friendship. All coaches are consultants; few consultants are coaches.
2. The coach/client relationship is a designed alliance, focusing on maximizing opportunities, as well as solving the source of problems, not just the symptoms.
3. People hire a coach because they want MORE of something (money, time, clients, success) or LESS of something (ongoing problems, inter-personal conflicts, delays).
4. A coach is trained to work with a client on the achievement of their personal and business goals.
5. A therapist works on resolving personal issues from the past. There's a big difference.
6. Coaching works because of the synergy resulting from a professional partnership.
7. Coaches are experts in people and success, not just problem-solving.
8. There are coaches in at least 36 countries worldwide, delivering coaching in a variety of ways.
9. One source of the demand for coaches and coaching comes is the increasing number of entrepreneurs and info-preneurs seeking to be successful in an extremely competitive marketplace. The right coach gives a professional or business owner a competitive advantage.
10. As Australians want to put up with less and expect more out of life, they'll find a willing and supportive partner in a professional coach.
11. Most Australians today want it all without having to pay the price. With coaching, this becomes possible, not a pipedream. You may not get it "all," but you can refocus your value in your life so that you get all that matters most to you.
12. Coaching is becoming popular as time becomes more valuable. Today, few of us can afford the steep learning curve of life. What would it be like to be wise, happy and successful THIS year vs. waiting for a decade or two?
13. The compelling reason that people have when hiring a coach: They just are unwilling to wait to get what they want. The 'gimme' generation now turns to an outside expert to help them get what they most want in a healthier, more productive and sustainable way - the coach.
14. The best Olympic skaters ALL have a coach that they've bonded with, who brings out their best. Doesn't EVERYONE deserve to have a coach who brings out their best?
15. You don't buy a coaching service, you hire a coach and build a relationship. Amazing Results offers a suite of coaching services for executives.

Phone: 1300 669 139
Direct: +61 2 9922 6175
Email: info@amazingresults.com.au
Web: www.amazingresults.com.au

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