



WHAT IS
COACHING?



*EVERYTHING YOU'VE
WANTED TO KNOW*

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What is coaching?

Who is coaching for?

How can coaching skills help me shape my career?

When is the best time to become a coach?

Why are so many people drawn to coaching?



*In this introduction to coaching, we'll answer these questions and more. **By the end, you'll:***

1. Discover

the different types of coaching and how coaching skills can help anyone, on anything, at any time.

2. Uncover

the difference between coaching and other helping modalities like consulting, mentoring, and therapy.

3. Recognize

what draws people to coaching, both as clients and as a career.

4. Learn

about the effectiveness of coaching and the growth of the industry.

5. Explore

how coaching skills can be useful whether you strive to start your own practice or enhance your existing career.

What Exactly is Coaching?

In its simplest form, coaching is about helping another person achieve their personal or professional goals. If you're like most people, you probably envision an athletic coach when you hear the word "coach" but they are two very different relationships.

A sports coach assists athletes in developing to their full athletic potential by analyzing their performance and providing instruction for relevant skills. A professional coach, on the other hand, helps their clients find clarity from within, overcome challenges with their own solutions, and ultimately accomplish their goals on their own terms.

Coaching is about helping people make profound and lasting shifts in their lives by pushing them to dig deeper so they can unlock their true potential.

It's becoming the best version of YOU.

"Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential."

- International Coaching Federation (ICF)*

* ICF is the coaching industry's governing body. It sets standards, core competencies, and a code of ethics for coaching and training schools alike.



Discover The Different Types of Coaching

Coaching isn't a one-size-fits-all approach. Take, for example, two different personal trainers helping their clients "lose weight." Each can have the same end goal while following completely different methodologies to accomplish them.

While one trainer insists that her client follows a comprehensive workout routine, the other encourages his client—who cannot get to the gym five times a week—to consider other lifestyle adjustments. The second trainer puts the decision in the client's hands—who ultimately decides he can cut down on coffee creamer and spaghetti dinners.

Fundamentally, both trainers understand the foundation of the issue—that the number of calories consumed exceeds the number of calories burned—but both employ very different approaches to solving the problem.

Traditional Coaching

Traditional coaching methods focus on helping individuals, couples, groups, or organizations to clarify their goals, create action plans, and hold them accountable to the plan. In this sense, it can be likened to a personal trainer. Instead of the body, the focus is on the client's life, relationship, or business. Rather than a workout routine, a coach provides their clients with accountability and encouragement. While this is effective to get the ball rolling, this approach often results in short-term benefits ...

... Why?

Because people often limit their own potential. Many people put limitations on their goals or lessen the accomplishments they want to achieve. They do this in the interest of being "realistic" or "practical" ... and for some, the mindset is so ingrained that it's unconsciously done. In reality, they may have no idea what they are capable of and are simply afraid of disappointment.





Unfortunately, as a side effect, some individuals have grown accustomed to feeling successful by just lowering their expectations for themselves—or worse, setting no goals at all. Others may have enthusiasm and are great at constantly taking action, but are unable to figure out why they repeatedly fail to achieve the result they desire.

*This is why traditional coaching often results in short-term benefits. It doesn't seek to identify the **hidden blocks** that cause people to fall short of their goals or desires. It doesn't get to the underlying cause behind self-limitations.*

Without recognizing and resolving those inner roadblocks, the client will likely fall back into the same patterns of behavior, destined to repeat their old habits, routines, and actions over and over again. Traditional coaching methods can and do deliver results but the question becomes, “will they last?”

BEYOND TRADITIONAL COACHING: Transformative Coaching

Where ordinary coaching leaves off, transformative coaching digs deeper into the underlying causes of an individual's challenges. Skilled coaches take on the role of raising the deeper questions that a person may not otherwise ask themselves. They challenge their clients to think bigger and to question the “story” they've sold to themselves. And they're able to present this kind of challenge constructively, with finesse, in a way that is receptive to their clients.

With the proper training, a masterful coach can help their clients become more aware of their internal world: namely, their driving motivations and self-limiting factors. Once aware, the coach can guide them in making permanent and **profound shifts in the way they approach their problems, their goals, their world, and those around them.**

In this way, a transformative coach forges lasting, sustainable change with their clients. They empower their clients to create the results they desire—ultimately helping them be the agent of change in their own lives.

What Coaching Isn't

Coaching is sometimes confused with other one-on-one forms of personal support such as consulting, mentoring, training, or therapy.

Coaching isn't consulting

Consultants improve situations; coaches improve people.

Clients hire a consultant (an external expert) to help them define their problems and formulate solutions. The consultant is usually viewed as the expert in what needs to be done and may go so far as to implement the solutions they recommend.

In contrast, a coach doesn't have their own agenda and doesn't use their personal experiences as a model of success for their client. The coaching methodology views clients as the "experts" in their own lives and businesses. A coach does not tell a client what to do but rather **facilitates the client in discovering their own answers.**

It might seem more expedient to just deliver advice but research shows that people are much more likely to take ownership of and follow through on ideas that are their own and thus, **get the outcome they desire.**



Coaching isn't mentoring

A mentor says, "follow me." A coach reveals where the client is standing on the map and asks, "where shall we go next?"

Mentoring can be likened to serving as a wise role model. Mentoring is usually about helping the mentee to emulate the mentor's own success. A mentor is often chosen because they have traveled the road the mentee wishes to follow.

Unlike mentoring, where the mentee attempts to follow in the mentor's footsteps and emulate their decisions and style, coaching techniques are designed to help individuals **find their own path** and discover their own strengths, skills, and blind spots. After all, just because one person was successful doing something one way, it does not guarantee that everyone will be equally successful following the same path, the same way.

A coach can certainly have valuable experience and insight in the client's field, however, their value lies not in their technical expertise but in the ability to help a client **draw from within their own experience and wisdom** as they move ahead.

Coaching is about *guiding* individuals or groups as they set and reach their own objectives. Unlike training, there is no clear path or set curriculum; it is less linear and more organic.

Coaching isn't therapy

Therapy examines the past to help a client cope with the present. Coaching builds on the present to create the future.

Generally, therapists work to move their patient from a state of dysfunction to being a fully functional individual. Often this centers on resolving conflict within the individual or in a relationship, overcoming past issues, healing trauma, and sometimes managing mental illness. Therapy, therefore, must often deal with the past so a patient can exist in the present.

Coaching clients, in contrast, are already working at a functional level. They're on their feet, they have goals in mind, and it's the coach's job to help them see past the inner obstacles holding them back and empower them to take action so they can **perform at an optimal level**.



Coaching isn't a best friend

A best friend has opinions and an agenda. A coach has a process.

Often times, the words a client uses to describe their relationship with their coach can make it sound like their coach is a best friend, a confidant who serves as a sounding board and trusted advisor.

But there's a **big difference** between a best friend and a coach. When you talk to your best friend about something you're struggling with, your friend will likely have their own opinions and judgements about the situation. It's possible they'll have their own agenda in counseling you—and even if that agenda has your best interest at heart, it's still what your best friend thinks is best for you.

Your best friend is probably not a trained professional who you can trust to work with you on the most important aspects of your life (without injecting their own personal advice.)

The coaching relationship is truly a collaborative effort that is solely based on what the client wants and what they think they want to do. Coaches are professionally trained to be completely objective and non-judgmental.

They're not attached to any outcome or decision their clients make, and they're able to provide guidance and tools that help their clients implement solutions so they can get one step closer to living their best life.

Does Coaching Work?

“Coaching is **profoundly beneficial** in the eyes of companies and individuals who hire a coach, with 99% viewing it as “satisfied or very satisfied” and 96% stating, “they’d repeat the process.”

[ICF Global Coaching Client Study]

Clients often continue with coaching as long as they remain satisfied with their progress and enjoy the benefits of the relationship. That is something else that sets coaching apart from consulting—it’s a relationship rather than a transaction. Instead of working to solve just one set of problems as a consultant, a coach helps clients navigate the totality of their personal and/or professional world. That’s what makes it extremely satisfying for both the client and the coach.

When a client works with a coach, they gain self-awareness and a fresh perspective on their personal challenges, ultimately improving their:



Self-confidence



Relationships



Communication skills



Life/work Balance

The improvements are not limited to the individual, either. Numerous in-depth studies by the International Coaching Federation (ICF) reveal that employers and coworkers can also benefit in the following areas when one works with a coach:

Work Performance / Business Management / Time Management / Team Effectiveness

Over 1.5 million searches are conducted online each month by individuals and companies looking for life coaches, business coaches, and executive coaches. Coaching is an in-demand professional service, and the industry is growing rapidly as more and more individuals and organizations see the results (and the opportunity) it presents.

Who Becomes a Coach?

It shouldn't surprise you that coaches come from many walks of life and possess a **wide variety of professional backgrounds**. Some individuals arrive at coaching after they overcome a challenging experience that inspires them to help others through a similar situation. For example, after struggling to find her footing as a team manager, Shaunna Brallier now coaches other women to find their path as a leader, so they can better utilize their team's strengths and successfully work together as a team toward common goals.

Others arrive at coaching after a dramatic personal experience that alters the course of their own life and **awakens** hidden energy and possibility. They're driven by a new determination to support others in discovering their own untapped potential. They come to coaching and other modalities to gain the skills that will support their clients to reach their best life. That was certainly the case with iPEC's Founder, Bruce D Schneider, following his near-death encounter in a car accident.

Others come from the business world with experience in a specific field. They see coaching as a better alternative to consulting because it allows them to **engage more fully** with clients from their industry (think: small business development, real estate, sales, human resources, and many more). With an existing network of contacts, such people find they can promote themselves within a narrow niche and quickly gain credibility for their insights and the ability to relate to their clients' needs.

Many more draw upon their broader work history and personal interests to help guide their decisions on how they want to pursue coaching and bring their unique skills to the world. Sometimes the transformation comes when a person is ready to remake their career or set course in a **new direction**.





Others may arrive at coaching after taking a career detour to raise a family or take care of an elderly relative. They find that coaching allows them the **flexibility** to gradually return to the professional world on their own terms, whether that be coaching part time or bringing a coach training certification to a new role.

No matter how one finds their way to coaching, again and again we see the majority of life coaches pursue coaching to live out their vision of **changing the world, one person at a time**.

Many paths lead to coaching and coaching offers many paths

For many, coach training has allowed them to:



Identify who they really are and who they want to be while helping them develop a plan for becoming that ideal self.



See opportunity where others see only problems, namely to see what's going right instead of what's going wrong.



Improve their communication skills, helping to minimize conflict and resistance.



Learn how to set goals in such a way that they're easily attainable.



Expand their creativity and tap into their inner genius.



How Do You Know If Becoming a Coach is Right For You?

Many people don't believe in the adage, "do what you love and the money will follow," and consequently, they spend years in unfulfilling jobs.

They know deep inside that **there is more to life** (and to work) than what they're currently doing but they don't believe they can actually make a living doing something they REALLY love to do.

Those drawn to coaching have a passion for people—an innate desire to see individuals achieve results and a drive to help, motivate, and inspire people. Individuals drawn to life coaching experience a **deep sense of satisfaction** when they're able to make a positive difference in people's lives and careers.

A career in coaching allows you to do exactly what you love to do and what you're naturally good at, all while making a great living. Professional coaches see coaching as the ultimate "win-win" situation: helping others achieve their goals by working in a meaningful, purposeful, and lucrative profession.

*It's not that doing what you love guarantees success ...
it's that true success will almost certainly require doing
what you love.*



At this point, you may be wondering: “How can I be certain—before investing my time, energy, and money into trying something completely new—that I will love coaching enough to generate the energy to succeed?” or “Will I have enough ‘passion’ to do the work?”

These are good questions to ask yourself when undertaking something new in your life.

Setting aside the flowery language another way to translate “loving what you do” is to ensure what you are doing **aligns with your core values and supports who you are as a person.**

It should be something you enjoy ... that you feel comfortable doing ... that is a natural expression of who you are.

It should be something that you look forward to every day ... that you would continue doing, in some form, even if you were not being paid to do it.

On the surface, this sense of contribution is why professional coaching can be quite appealing. It feels pretty good when you are helping people figure out how to move forward and regain a sense of hope about their future. You are clearly making a difference when you help others improve their lives, careers, and businesses in a meaningful way.

Remember though, that those results are based on what your coaching clients want to achieve. **Their goals determine the focus of what gets improved or changed.**

So before you dive into coaching, you need to ask yourself: “How will this new coaching career support the life I really want to be living and help me make the difference I want to make in the world?”

That’s not a rhetorical question.

It goes straight to the heart of aligning with your core values and THAT is vital to the ultimate success of your coaching practice. Your coaching career needs to fully serve who YOU are while providing the right balance of fun, freedom, and financial reward.

If you desire to have an impact and make a difference in the world of those around you, coaching offers an unparalleled vehicle for doing so.

What Can You Do with Your Coaching Skills?

Do you have a hidden entrepreneur inside who wants to work from anywhere in the world? Are you passionate about self-growth and personal development? Do you want to climb the corporate ladder or create a coaching environment in your existing workplace?

Coach training can be used for ALL of these reasons but everyone has their own version of success and fulfillment. At iPEC, every student receives a solid foundation of coaching skills, systems, and processes that enables them to **coach anyone, on anything, at any time.**

In addition, we offer specialty training in some of the most popular areas of coaching, including:

- Life Coaching
- Relationship Coaching
- Transitions Coaching
- Health & Wellness Coaching
- Group Coaching
- Small Business & Professionals Coaching
- Leadership: Executive & Management Coaching
- Parents & Teens Coaching
- Couples Coaching
- Sports Performance Coaching





Specialty training prepares you to focus on the specific segment of clients who you will most enjoy coaching. Some coaches take their interests even further by developing a highly specialized niche of their own.

For example, there are coaches that help people and companies:

- **Plan** overseas retirement
- **Advocate** for themselves during a health crisis, such as cancer
- **Successfully navigate** and recover from a breakup or divorce
- **Hire and retain** millennials in the workplace
- **Care** for aging parents without being overwhelmed
- **Survive** their children's teenage years
- **Help** recently promoted managers navigate their new role and the responsibilities that come along with it

The wonderful thing about coaching is that it's very much a skill set that can be weaved into an existing career, consulting practice, or field of interest.

What's more, if you only want to pursue coaching part time, you can determine your schedule and when you're available.

Starting Your Own Coaching Business

Coaching gives us the insight and tools to always see opportunity and find endless possibilities, which is why it resonates so strongly with entrepreneurial spirits. As a professional coach, you're able to run your own solo practice ... affording yourself the opportunity for a flexible schedule and a more personally fulfilling career.

As a professional coach, you have the ability to work with people in various time zones around the world and your client meetings may only be a video call away. In this way, you can structure your day around your (and your ideal clients') schedule. You can also choose how you want to be present in your practice and can craft a role that works for you and your values.

If you prefer to work one on one, you will likely want to offer individual sessions. If group sessions are more to your taste, you'll want to work that into your portfolio. And if you'd rather run workshops throughout the year, you can do that too!

Many coaches fulfill their interests AND advance their practice at the same time by:

- **Hosting** a podcast or radio program
- **Leading** live workshops
- **Speaking** as a guest expert on TV or radio shows
- **Contributing** to a regular news column or blog
- **Traveling** to training summits or conventions
- **Volunteering** at charitable causes and events

Of course, being a business owner means you have the opportunity to determine your own pricing and how you want to offer your services.





Internal Coaching in a Corporate World

The hallmark of a good leader is to ask more questions than one answers and to listen more than instruct. This is the subtle difference between managers and true leaders—**they encourage their people to find their own answers, much like a masterful coach.**

A good mentor does this as well. Rather than just pointing the way, they draw upon their own experience and wisdom to help a junior person learn how to find their own direction. And successful consultants are great at helping clients get very clear about their objectives so they can scope out exactly what their project together should entail.

Coaching has also become a standard tool among Human Resource Managers to **develop** their workforce, **transform** company culture, and **increase** employee engagement at organizations of all sizes and industries. HR Professionals recognize the measurable benefits of providing professional coaching to their key executives, new team leaders, top performers, and those up-and-coming high potential employees.

Professional coaches are equipped with the skill sets, tools, and techniques needed to guide others toward better decision making, more effective communication, and empowered leadership.

33

A third of all Fortune 500 companies utilize executive coaching as standard leadership development for their elite executives and talented up-and-comers.

- Source: *The Hay Group*

86

Individuals increase their **productivity by an average of 86%** when training is combined with coaching, compared to just 22% with training alone.

- *The Personnel Management Association, internal report*

01

For every \$1 invested in executive coaching, companies surveyed received an average return of \$7.90.

- *MetrixGlobal LLC*

86

86% of companies rate their ROI favorably for their investment in coaching, stating that the investment at least paid for itself.

ROI figures for coaching have been reported at estimates of:

221

221% Phillips, 2007

545

545% McGovern et al., 2001

788

788% Kampa-Kokesch & Anderson, 2001

700

Figures of between **500% and 700%** commonly reported as being a reliable ROI for executive coaching.

- *Anderson, 2008*



Coaching Opportunities Within an Existing Career

Many certified coaches re-engage with their career in entirely new ways after completing their professional coach training. It infuses all of their career interactions with a **new sense of meaning and purpose**. They often find that they are better able to help managers, team leaders, and staff attain their goals, manage their teams, resolve conflicts quickly and effectively, and influence workplace culture.

For example, coaching skills permit them to explore new approaches to troublesome on-the-job challenges that previously would have left them stressed, overwhelmed, and frustrated. Instead of going back to solving problems for others, they now have the skills to help coworkers and team members explore their own solutions—ones that will truly work best for their individual situation.

Not only does this skill set take the pressure off the coach to come up with ALL the solutions, their teammates will develop a sense of ownership over the project. As a result, **the entire organization grows stronger** and the results are often far greater than could be attributed to any single individual.

Could coaching be what you've been looking for?

[GET STARTED](#)

What Is The Next Step on This Journey?

You now understand more of what **draws** people to coaching, both as clients and as a career. You have learned about the **effectiveness** of coaching and the **growth** of the industry.

You see that coaching can be broadly focused or narrowed to a highly specific niche. You've discovered that coaching offers the opportunity to launch a solo practice or to enhance your existing career.

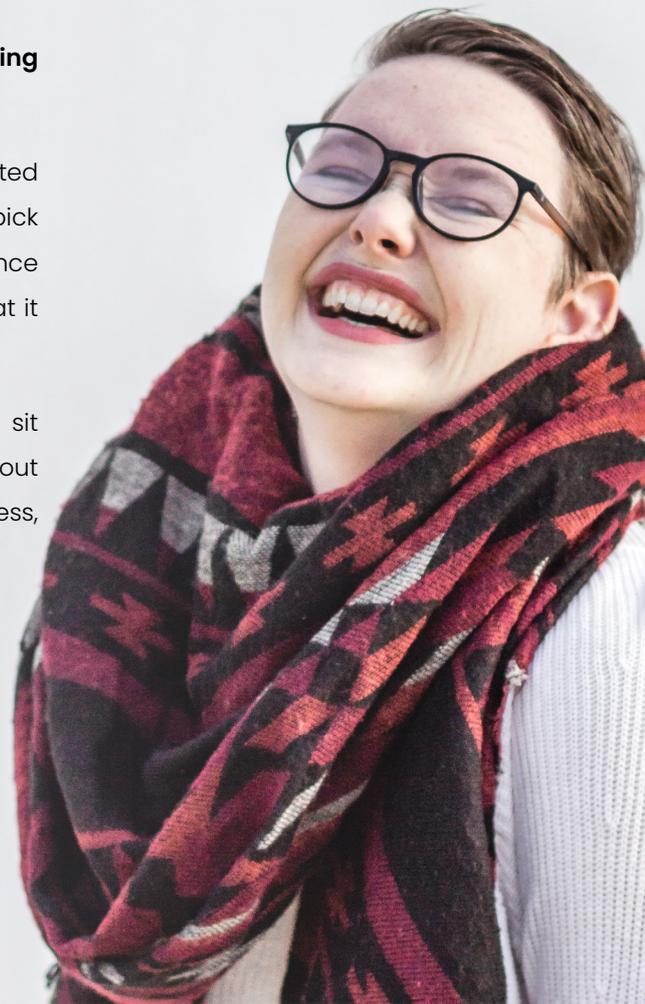
Discover exactly what you need to know about training and certification programs—[Download the Report](#)

Join us for Coaching Office Hours! Imagine you've invited a certified professional coach to coffee or lunch to "pick their brain." What would you ask them? Here is your chance to ask all those burning questions you have about what it takes to start your journey as a certified coach.

Join two iPEC graduates for a FREE livecast as they sit down, mugs in hand, to answer your questions about coaching, coach training, building a coaching business, and everything in between.

CLICK HERE

to register



Our Admissions Coaches are available to discuss your vision for your future and answer questions about your specific financial situation. Simply call +1 866.72COACH (+1 866.722.6224) or email admissions@iPECcoaching.com to schedule an appointment.

At the end of the day, if you're still questioning investing in iPEC's coach training program, [click here for 5 aspects to consider to get the best value in coach training.](#)