

How to Hire Your First Coach

By Don Phin



"Does coaching work? Yes. Good coaches provide a truly important service. They tell you the truth when no one else will."

Jack Welch, Former CEO of General Electric

"To excel at the highest level - or any level, really - you need to believe in yourself, and hands down, one of the biggest contributors to my self-confidence has been private coaching."

Stephen Curry, NBA MVP and Champion

"Even modest improvements can justify hiring a coach. An investment of \$30,000 or so in an executive who has responsibility for tens of millions of dollars is a rounding error."

Jerome Abarbanel, VP of Executive Resources, Citibank

"Executive coaches are not for the meek. They're for people who value unambiguous feedback. All coaches have one thing in common. it's that they are ruthlessly results-oriented."

Fast Company

Most people have never hired a coach before. My coaches have been invaluable to my career and life in general. You have nothing to lose and everything to gain by getting a great coach! The coaching journey often follows a five-step process as described below.

Step 1. The Initial Awareness

- The need, want or desire for coaching usually comes from the feeling you are stuck. You wonder if coaching can help you grow beyond where you are today. You have a sense that "there is something better" that you are capable of...and you will do what it takes to get there.
- You feel and want to meet the "high expectations" that come your way. As the Bible says "To whom much is given, much is expected." This can feel like an overwhelming responsibility, and you want to make sure you are living up to it.
- You like what you do...but want to be a better person doing it. Somebody suggested you might consider coaching...and so here you are!

Step 2. Why Coaching is Helpful

- A coach is objective. A coach is not blinded by the stories you tell yourself. They can see your forest for the trees.
- A coach is a great listener. They ask probing questions that cause you to dig deeper. Then they listen again, and again.
- A coach is committed to your success. That is a coach's only agenda. They will be honest with you – even if that honesty hurts.

Step 3. Finding a Coach You Can Trust

- Coaching is an intimate experience. Your coach must respect boundaries, keep confidences, and have their own act together.
- Given my legal background, I know all about maintaining confidences. You can speak freely and openly and know it stays between us.
- I have my act together. I keep a healthy balance between work, family, health, spiritual growth and finances. To stay on the path, I too have a coach.

Step 4. Experience It!

- Coaching is an experience, not an intellectual exercise.
- Most coaches, including me, will offer you a coaching experience at no cost.
- You will experience being deeply listened to... maybe for the first time...in a long time.
- You will receive honest feedback and coaching to improve the odds of meeting your most important goals.

Step 5. The Agreement

- If you enjoyed the coaching experience, then come to an agreement with me or another coach and clarify your commitments.
- You will be clear about objectives and goals, the number and timing of meetings, and the upfront fee.
- Remember, coaching is not a "one and done." It is an ongoing process for continuous growth and personal satisfaction.

You are invited to contact me by email at don@donphin.com or call (619) 852-4580 to schedule a complimentary coaching session and see if coaching can work for you!