



The World of Coaching

A decade ago coaching was a sports metaphor is to teach managers how to build teams. Today almost every management periodical available has an article on coaching. The growth of coaching has been dramatic. One of the driving factors has been the use of collaborative and participative management styles in business. Coaching has become an approach for the performance appraisal process, and it has become a preferred way of giving and getting advice.

The numbers of coaches has also increased dramatically. While there are several programs that certify coaches, there is not a standard set of skills or accrediting body to license professional coaches. There are no barriers to entry into the field of coaching, and the coaching domains are also very broad. Coaches are available for Fortune 100 executives, and personal coaches are available for individuals to help with business advice the same way personal trainers give health advice.

While coaches strive to get to know their clients, one area of great impact is personal alignment. It is critical as coach to help your client develop a personal mission statement. The mission statement can embody purpose and a vision of the future as well as give context to plans for the next 6 to 12 months. The process of determining personal alignment should be holistic; it should deal with your “whole” life. Commonly 5 - 12 areas are chosen. For example, career, community, financial, family, health, and spiritual are six areas that could be used. As you may intuit from this, coaches are used in personal as well as professional contexts, and the objective remains increased effectiveness and performance.

Making it Personal: Develop your own personal mission statement.

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