

Nobody Wants to Hire a Coach!

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Have you ever thought to yourself, "Could I be significantly better if I hired a coach?"? Probably not.

Nobody **needs** to hire a coach! Sure, you know improvement requires a lot of work. But isn't meeting with a coach a bit of an admission that you're not as good as you think you could be on your own?

When you hear Frank Sinatra belting out "My Way," doesn't it inspire you to be the leader you imagine you could be? Sing along with it here: https://www.youtube.com/watch?v=G_SixH-y8wI

We all want to be better than we are currently, right? We all want to be winners! Everyone wants to succeed. In response to given situations, we all want to achieve desirable outcomes! We want greater freedom and deeply desire the respect of our peers, bosses, and direct reports.

Does anyone ever ask you, "What do you think I should do?" That person is saying, "I want to achieve some particular outcome--please help me think about how to get there." That person wants help!

Using a coach is merely a means to a desirable end you have in mind. The preferred outcome is success, achievement, or at least clarity in the face of uncertainty. Stretching beyond your comfort zone--including overcoming your limiting beliefs and skills--is required to improve.

When you experience a few months of support from a good coach, you usually undergo a major growth spurt, your self-awareness and confidence increase, your imagination and creativity intensify, and your willingness and ability to serve others expand to a new level.

Maybe you've gotten by in the past because you are naturally gifted, but you realize now that there is greater potential to be tapped. Or maybe you feel you are being underutilized, and you're not quite sure how to step up and be recognized as a possibility for addressing more significant challenges.

Perhaps you want stronger relationships with family, friends, or colleagues at work--maybe with your boss or your direct reports. Maybe you want to set and achieve higher goals for yourself.

Who provides the inspiration that causes you to push yourself to greater heights? Does your existing environment provide all the intellectual and social stimulation you need or can handle?

Who is holding you accountable for the promises you make to yourself? Who cares that you follow through with the hard work that is required to break old habits and build new skills and processes?

Ecclesiastes 4:9 reads: "Two are better than one because they have a good return for their labor. If one falls, the other pulls him up." An experienced coach helps you grow from your current performance, including the perceptions you adopted long ago, to an enhanced level of competence and confidence.

Coaching is a high form of customized learning. The coach creates an environment where you are free to generate and explore options, capitalizing on your strengths to achieve your aspirations. Your coach helps you move from where you are now to where you want to be, asking thought-provoking questions and evoking answers from your individualized awareness and perceptions.

An experienced coach deals with your agenda, sees you as capable, and assists you with self-discipline, holding you accountable for following through on the actions to which you voluntarily commit.

In his highly respected book *The Next Generation Leader*, Andy Stanley has a section devoted to "coaching." In it are these powerful words: "You will never maximize your potential in any area without coaching. It is impossible. You may be good. You may even be better than everyone else. But without outside input, you will never be as good as you could be.... Don't be deceived by measuring your leadership against what others are doing rather than against your God-given potential."

Sure, nobody **wants** to hire a coach. However, wouldn't you welcome the improved skills, achievements, and reputation that a collaborative, genuinely supportive ally could help you create?