

Nobody Wants to Hire a Coach!

by Dennis Hooper, copyright © 2008, published in the Houston Home Journal on Saturday, March 1, 2008

How many people have you heard say, "I want to hire a coach!"?

Nobody! Nobody wants to hire a coach! Sure, improvement usually requires a lot of work. But isn't meeting with a coach a borderline admission that you're not as good as you think you could be?

However, EVERYBODY wants to be better than they are, 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 we want the respect of our peers, our bosses, and our 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 some help!

Using the assistance of 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 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 increases, your imagination and creativity intensify, and your willingness and ability to serve expands 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; you're not quite sure how to step up and be recognized for greater 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 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 own awareness and perceptions.

An experienced coach deals with your agenda, sees you as capable, and assists you with 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, to what extent would you relish the improved reputation, skills, and circumstances that a collaborative, genuinely supportive ally could help you create?

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