

# EXECUTIVE COACHING INSIGHTS

## WHAT MOST PEOPLE DON'T KNOW ABOUT BEING A HIGH EARNING PROFESSIONAL COACH

According to the professional body representing 135,000 worldwide Human Resource professionals, the Chartered Institute of Personnel and Development (CIPD), coaching is one of the fastest growing performance initiatives globally. It's estimated that already close to 90% of large organisations have had some exposure to coaching, and that the extent of that involvement and the number of people experiencing the benefits of coaching is set to grow even more.

What they don't say however is that thousands of people are trying to jump on the bandwagon of coaching. They don't say that ineffective coaches are falling by the wayside and that many have 'tried' to be coaches but given up because they couldn't 'make it work for them'.

In the same way that a poor builder gets a bad reputation and has their business collapse, or a terrible plumber has their source of customers run dry, an ineffective coach soon becomes unpopular and deservedly they too end up with no clients.

### IS IT THEREFORE ANY WONDER THAT HAVING LEAPT ABOARD THE BANDWAGON THEY JUST AS EASILY FALL OFF

However for those coaches prepared to invest the time to learn and become highly skilled at facilitating positive behavioural change, their future is bright. The joy of coaching is that the more you do the better you get at it. The more you practice the more practiced and more polished you become. The more distinctions you encounter the more you remember and therefore the more you have to offer. Hence ***the 'What do you want to achieve that up till now you haven't?'*** coaches

It's normally because they fall into one or more of four categories; **NUMBER ONE** - they hadn't got a job and saw coaching as an easy option. They are the ***'I've***

***just been made redundant'*** coaches. **NUMBER TWO** - they have no idea what professional coaching is and assume that their mediocre management style was the same thing. These are the ***'I've always been a coach by any other name and don't need to train'*** coaches. **NUMBER THREE** - there are those who have been coached and found it an enlightening experience who now believe it to be the answer to everything and every problem can be 'solved' by coaching. These are the ***'coaching is the new religion'*** coaches. Finally, **NUMBER FOUR** - there are those that arrogantly assume that a little knowledge is enough to get by on. These are the ***'I've read a book on coaching'*** coaches. All are as bad as each other.



and ***the 'if you could change something about your life and/or business that you've not changed yet, what might that be?'*** coaches as well as the ***'if I helped you make more from your business right now and let you be the judge about the usefulness of coaching?'*** coaches all are incredibly successful. They are inundated with potential clients. They attract and retain clients with ease, not through aggressive selling, but by delivering brilliant results.

## APPLIED EXCELLENCE DELIVERS SUCCESS - JUST BEING A 'COACH' DOES NOT

The highly successful builder has constructed their success on a powerful positive reputation and the sought after plumber never runs dry of clients because their reputation precedes them. The same is true for excellent Professional Coaches who all started by learning how to coach professionally and then practiced until they became as good as they are today.

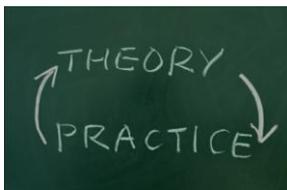
The latest CIPD investigation into coaches earnings suggested that most coaches aren't getting anywhere near the potential they could achieve. On the other hand full time coaches associated with the iABCt are high earners. One in particular stands out by generating close to a million pounds a year. Even 'newbie' coaches are finding it easy to attract new clients. They're not close to the top of

the earnings chart yet but are on their way. Some are happy with supplementing



their income and using Professional Coaching as a means to achieve a significantly improved lifestyle, while others are launching headlong into a new career. There are also some very smart people who are using the training and approach to benefit their current employers knowing that when they're ready they can step out of corporate life with the skills to start a new career. Their employer gets the benefit now and invests in them to achieve a great return, and the employee gets their skill and practice while being paid to do it. It's a win-win all round.

## DON'T LET SOME 'CLEVER-DICKS' GRIND YOU DOWN OR PUT YOU OFF



They say that those who can't do, teach. Perhaps, but that isn't always true. Martin Goodyer isn't just one of the best coach trainers in the world he's also acclaimed globally as a brilliant coach. Not only that but he's also deeply engaged with academia and will soon be one of a handful of practicing coaches that has also achieved a doctorate in the subject. The stringent academic underpinning of applied coaching in conjunction with practical and pragmatic tools for

changing performance are what make the iABCt programmes so effective and produce such high earning highly regarded coaches. However some academics do want to swamp trainee coaches with theories that have little practical use in the way that they are delivered. It's no use knowing 'about' coaching, a successful coach must actually be able to COACH! Hence why so many of the less effective coaches are at the bottom of the earnings table.

Success pays because it produces results, whereas knowing about the theory of coaching without producing results does not pay at all.

## 7 ESSENTIAL INSIGHTFUL STEPS TO BECOME A HIGHLY VALUED AND HIGHLY REWARDED COACH

*SUCCESS DOESN'T COME OVERNIGHT BUT IT'S ALSO NO PIPE DREAM. COACHES WITH AN ESTABLISHED BACKGROUND IN BUSINESS OR LEADERSHIP HAVE THE POTENTIAL TO BECOME HIGH EARNERS IF THEY ACHIEVE THE ESSENTIAL 'KNOWLEDGE' THAT SETS THEM APART FROM THE WANNABES, THE PRETENDERS AND THE COACHES THAT DON'T DESERVE TO USE THAT TITLE.*

### 1. KNOW YOUR PROCESSES



A professional coach must know how to take a client from wherever they are now to the new place where they want to be. They must understand the behavioural change approaches that shift the way people think and act, they must have the tools and methodologies to affect change at their fingertips, and they must be so practiced that they appear completely authentic. This is no easy feat. It requires a vast amount of learning and many intense hours of practice just to reach a level that attests you have now become a coach. That however is only the beginning. Like a driver passing their test, the real learning starts once you 'get on the road'

*Graduates of the iABCT applied coaching Professional Certificate have to work hard for their graduation. It may sound like a vacation by being sent on a 5 day summer school to the sunshine island of Tenerife for an intensive immersion into coaching, and while there's no doubt it is a lot of fun, there's also a huge volume of material they're introduced to. Far more than could possibly be absorbed in just a week. Which is why they then have 9 months of follow up with a personal tutor and monthly coaching practice sessions along with written assignments completed by a live assessment. After all this learning, tutoring and practice they will be absolutely assured that step 1 is well on the way to being achieved.*

### 2. KNOW YOUR NICHE

A professional coach may have the skill to coach anyone in any situation but that won't help them become a high earner. The successful coach draws from their wider expertise and commits to speaking the language and learning the nuances of a specific area of business, profession or industry. The coach need never be an expert in anything but coaching, however the more aligned they be one with a sod office audience the more attractive they become to it.

*Andy Clarke is an optometrist. He's also a coach and graduate of the iABCT as well as the MD of his own coaching, training and mentoring organisation. He has found his success by seeing clearly who his customers needed to be. Andy and his team of coaches exclusively help optician businesses grow. They could coach anyone in any business, but by becoming known as expert coaches who understand the business of optometry they have achieved more success more quickly.*

### 3. KNOW YOUR SOURCES OF REWARD

The high performing high earning successful professional coach will have learned not only where to coach to achieve their best results, but who to coach within that arena. Identifying the specific people within the general audience of their niche allows them to concentrate expertise and concentrate improved performance. Not all successful coaches have to coaching only the highest levels, often being a coach to technical experts means a coach engenders confidence from a group that might otherwise struggle to find a coaching match.



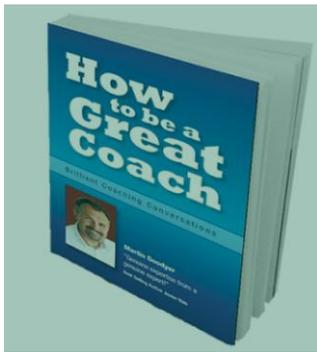
*Coaches tend to prefer not to be named in this category for fear of upsetting past clients, however one well known coach, let's call him Greg, was one of the busiest coaches around and yet never appeared to be doing too well. He loved coaching and because he wanted to help as many people as he could he accepted clients from all manner of sources. Often this included people who couldn't pay very well. Yet by getting to know his true sources of reward Greg focused his attention on the IT sector from where he had emerged, and started to earn handsomely. In fact, so well was he rewarded that he now contributes to a coach training place and in return nominates pro-bono cases for coaching by trainees during their probationary period. By understanding his true sources of reward he helps more people access coaching than he ever could by trying to do it all himself.*

### 4. KNOW YOUR SUPPORTING CAST

High earning high performing coaches don't achieve revenues in the hundreds of thousands without a supporting team. They may be the 'talent' but the production crew of administrators, agents and their own advisors must be carefully selected. They must provide precisely the right kind of support needed and must 'be' there when it counts. This doesn't happen by accident, nor does it come about by support staff being appointed just 'because they're there'.

*Every coach needs a personal assistant. Thus must be someone who can manage schedules, talk to clients and client organisations with confidence. It often helps if the PA is also a trained coach. As a budding high performing, high earning coach, you might think of employing a PA and helping them also gain clients. The only other two absolute essential team members may only be needed from time to time but are absolutely necessary. A coach without their own coach could rightly be deemed insincere in their beliefs about the benefits of coaching, and a coach without a coach supervisor is not going to be able to sustain their best with clients. Both the supervisor and the coach must be appropriately qualified and properly trained. Coaching is a profession and must be treated as such.*

## 5. KNOW YOUR RESIDUAL EXPERTISE



All coaches who actually coach, even those very high performing individuals acclaimed as being 'successful' still trade some of their time for money.

Yet most have also determined their unique contribution to their clients' success and have created supporting products that generate revenues while they sleep. Supporting books, audio programmes, training aids and on-line materials provide their clients with much appreciated additional help while also forming a profitable revenue stream.

*It's worth noting that many have attempted to produce such materials without first achieving step 1. The steps are in order for a reason. They act to calibrate the progress of the developing coach and help determine what to do first and where to go next. They are not a smorgasbord to dip into willy-nilly.*

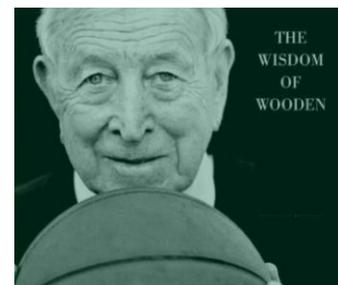
*Martin Goodyer is author of 'How to be a Great Coach' and a number of audio and visual products, on-line and mobile 'app' products that were created for specific clients and specific markets. Unlike the novelist creating a labour of love over a lifetime, the successful coach finds appropriate ways to bring good ideas to the market that can use them just set the time it needs them most.*

## 6. KNOW YOUR PERSONAL OUTCOME

All successful people, including highly successful coaches, achieve high levels of performance because they are motivated to do so. They have a personal reason that goes beyond their initial desire to be a coach. Whatever motivated them to get through the steps to this point will not be sustained unless they now re-evaluate and establish their ultimate personal goal.

*The late great Coach John Wooden, also known as the Wizard of Westwood is a coaching legend. He happened to be a basketball coach but is one of the very few sports coaches whose approaches were just as applicable in business and life. His personal outcome went way beyond winning games. He still holds the record for the most*

*professional sports games won on the bounce and the number of consecutive championships achieved,*



*however his real goal was simple. He had learned some important lessons from his father and he wanted to share them. The more people he influenced with these ideals the better the world he believed he helped create. It was as simple as that, and for John that was enough. Helping people be the best they could be was all he ever wanted to do, and he achieved that goal and then some!*

## 7. KNOW YOUR GLOBAL IMPACT

Finally the purpose that goes beyond personal desires or material benefits is an articulation of the effect the coach wants their life's work to have in the widest possible arena. Contributing to the greater good is an essential need in the hierarchy of personal fulfillment, therefore the high achieving coach cannot claim to have fulfilled their potential without first establishing what 'it' was all for. Often it is gaining clarity in this regard that allows a coach to step into approaches that they might not otherwise have considered.

*Jason Vale is the 'King of Juicing' globally. His company 'Juicemaster' started because of his desire to share the health benefits of juicing fresh fruits and vegetables. His overall purpose is to make a juicer as common in every kitchen as a Kettle or Food Processor. However his big breakthrough came when what started as a juicing recipe book was revamped as a new diet and became '7lbs in 7 days'. It was a worldwide sensation and helped launch him to eventually become the global sensation he is today. His goal was not to promote a new weight loss diet but that was precisely what needed to happen for him to have the opportunity of achieving his much bigger, deeper and wider goal of promoting better health. By establishing with clarity the global impact he desired, he was able to embrace the benefits of promoting himself without any fear of compromising his values or his goal.*



Below is a table of potential earnings. The real insight is recognising that you won't get anywhere close to achieving these without following the 7 steps. However if you do follow them and follow them well, you could find yourself like one of our own iABCt graduates, the global leader in her field and the achiever of almost £1m a year earnings from coaching and coaching related activity - all achieved within 36 months of discovering coaching.

How well you do is up to you - but it all starts with step 1- Are you ready to take it?

### Potential Coaching Earnings

Face to face coaching based on achieving £250 per hour (£750 1/2 day session)  
Skype £100 per hour Group £500 hour



**HERO**  
COACHING  
CULTURE

	Secondary role	Part time	Semi-part time	Full time
Face to face	2 hours per week	6 hours per week	12 hours per week	20 hours per week
Rate	250	250	250	250
Total	500	1500	3000	5000
26 weeks	13000	39000	78000	14300
37 weeks	18500	55500	111000	185000
48 weeks	24000	72000	144000	240000
Telephone / Skype	1 hours per week	3 hours per week	6 hours per week	10 hours per week
Rate	100	100	100	100
Total	100	300	600	1000
26 weeks	2600	7800	15600	26000
37 weeks	3700	11100	22200	37000
48 weeks	4800	14400	28800	48000
Groups	none	none	none	8 hours per week
Rate	500	500	500	500
Total	0	0	0	4000
26 weeks	0	0	0	104000
37 weeks	0	0	0	148000
48 weeks	0	0	0	192000
Grand total 26	15600	46800	93600	131430
Grand total 37	22200	66600	133200	370000
Grand total 48	28800	86400	172800	480000