



THINK COLLECTIVE

MUST'HAVE'S OF

Hiring a Coach



Must Have's of Hiring a Coach



'Coaching' has been around since the 1800's, initially with private tutoring and then more widely used in the sporting arena.

A coach will challenge and support clients to achieve higher levels of performance through the alignment of key areas of influence (such as values, beliefs and behaviours) and emphasise their areas of strength.

These days, there is a coach for pretty much everything – from health and fitness, career and business to life coaching. If you wish to improve and grow in any area of your life, then hiring a coach can really help.

Can you imagine your favourite sporting team winning the premiership without a coach? The same goes for life. While you may be able to navigate your way to enjoy the fruits of your labour, imagine if you strapped on a rocket with a homing beacon directly targeting where you would like to be in life. That can be the impact of partnering with the right coach.

Benefits of Hiring a Coach

Working with a coach can lead to innumerable positive outcomes including greater productivity and performance, improved relationships and reduced stress. They can also help:

- Create a clearer life direction and purpose.
- Explore alternative pathways and solutions.
- Challenge client assumptions and interpretations to prompt new ideas or ways of looking at things.
- Provide guidance and feedback for decision making.
- Establish a pathway for action in achieving a goal.
- Hold the client accountable for their actions.

Hiring a coach is like making an investment in yourself and the quality of your life. While partnering with a coach may cost more than buying a self-help book or taking a course, the results will provide a much greater return (as long as you're savvy with who you partner with).

Considerations Before Hiring A Coach

- The first consideration before hiring a coach is ensuring that you're committed to the process, to put in the necessary work, and to be responsible for your results.

Hiring a coach is not about having them do the heavy lifting. Can you imagine wanting to get to the Olympics, and have your coach complete all the training for you? They are there to stretch your comfort zone and support you on your journey. At times, it won't be comfortable. It will be challenging – that is how we learn and grow.

Everything That You Want Is On The Other Side Of Your Comfort Zone.

A good coach won't give you all the answers – they will help you discover them for yourself. It will take work and commitment from you. If you aren't willing to be responsible for your results or move beyond your comfort zone, then it's best not to move forward.

- Another item to consider is what you're looking for in a coach? Are you seeking pure coaching (to hone in on your 'issue' at hand'), or are you looking for a combination of skills? E.g., at Think Collective, we use a combination of teaching, facilitation, coaching, and consulting (amongst other things). We don't have a one size fits all approach; we use different skills in our toolkit for each individual client or business.



- Do you have a specific goal you are looking to achieve, or a more general goal e.g., to be the best that you can be? If it's the latter, then your coach will want to help you pinpoint something that you can focus on initially. You can then build from there.

At Think Collective, our programs all have an underlying focus on 'self-mastery' - aligning your values, thoughts, beliefs, habits, and behaviours towards living on purpose as your best self. People will see an immediate impact on their productivity or performance when there is a conflict between their values and one of these key areas of influence.

- A final consideration is whether you are looking for one-on-one coaching, group, or team coaching? Just as some athletes who compete in individual events train with others, you too can do the same. It depends on what you are seeking out of coaching, and your budget.

Qualities of a Great Coach

Relationship:

No matter who you work with, you need to have the ability to communicate clearly and work productively together. Your coach is not there to be your best friend, they will often challenge you. This can be a hard pill for many to swallow. The key is knowing that your coach is a respectful, positive influence. They are FOR you. They are there to help you on your path to fulfil your goals.

Trustworthy:

The key to any great relationship is a foundation of trust. It's important that a space of 'psychological safety' is established from the outset. This means that you are in a safe environment, free of judgement. All conversations should remain confidential.

Zero Judgement:

Coaches aren't there to impose their model of the world onto you or judge your model. They may have feedback about the way in which you are doing things – that's their job. However, if they go down a road where they are telling you that who you are or what you are doing is wrong, get another coach!

A Sense of Curiosity:

In a world where Google is often our first port-of-call when we seek guidance, we can get in the habit of wanting someone to give us an answer. If a coach just gives you all the answers, that is a dis-service to you. Why? Because we don't learn through being told something. A great coach will ask questions to help guide

you to find the answers within. They come from a place of curiosity and openness.

Are They A Role Model?

Does your coach practice what they preach? Time and again we see people who purport to have the answers we seek, yet they don't follow their own philosophy. Is your coach an ongoing example of their principles?

Accountability:

You're looking to hire a coach so you can achieve specific results. Therefore, you need someone who will hold you to account for doing the things you need to do to get there. You're not hiring someone to be your friend or appease you.

Goal Oriented:

When you're ready to see a coach, you will have a goal in mind that you wish to achieve. If you don't and are looking for someone to just chat to, then you may wish to speak to a therapist rather than a coach.



Challenges of Hiring a Coach

The biggest challenge within the coaching field is that it's an area that isn't regulated. Hiring someone who actually knows what they're doing can be like finding a needle in a haystack. There are a great deal of well-intentioned people who love the idea of helping others, and therefore call themselves a 'coach', however, don't realise the negative impacts that can occur when a situation is inappropriately handled.

Here are some tips to help mitigate the risk:

- Qualifications

Qualifications are a combination of education, knowledge, and life skills. Just because someone has a certification doesn't guarantee that they'll do the job you need, however, it can boost confidence to know that someone is well-rounded. Be mindful to check that their certification is from a reputable provider.

Life skills are also incredibly important. Working with someone whose knowledge only comes from a textbook can leave you with a one-dimensional experience. If the person you're hiring has overcome challenges you're facing or has complementary skills or experience, these can be extremely valuable.



Whatever area you are seeking guidance in, it's a good idea to ensure that your coach has a few different tools that they can draw upon to help – whether that be having overcome a similar challenge or tapping into a variety of skills and knowledge.

Consider the following:

- Has your coach helped people with similar challenges?
- What type of clients have they worked with in the past? (This may or may not be relevant depending on what types of goals/challenges you have).
- Does your coach have a variety of testimonials outlining client success?
- How long have they been coaching for?
- Are any qualifications from a reputable provider?

Challenges of Hiring a Coach



- Consider what it is exactly that you are seeking a coach for.

Are you seeking pure coaching, or a combination of skills? Depending on your needs, your coach may use a variety of other skills or modalities to help facilitate a positive outcome. E.g. At Think Collective, our coaching may include tools from Positive Psychology, Neuroscience, Conversational Intelligence®, Neuro-Linguistic Programming (NLP), Hypnosis, Emotional Freedom Technique (EFT) and Behavioural Science.

Coaches will stretch your model of the world. You need to be prepared to move beyond the edge of your comfort zone.

- How do you wish to be coached?

Do you prefer to be on-line or in-person? Since the pandemic, many personal and business coaches only meet with their clients online. It really depends on what you are focusing on, what modalities may be used and what your preferences and budget are.

- What clients think they need

Clients often have preconceived ideas of what they need to solve their problem. However, if they truly understood what they needed, then their problem would no longer exist. This is where the expertise of the coach will come to the fore. You need to trust that your coach will guide you in the direction you seek. The key success indicator will be in your results.

That being said, whatever pathway you and your coach choose to move forward, you must feel comfortable doing so.

- Rapport

Whether you are seeking a coach for business or for personal matters, you need to be able to 'get along'. You need to trust this person and allow yourself to be vulnerable. If not, it will directly impact the quality of your results.

Challenges of Hiring a Coach



- *Discovery Call*

If you haven't worked with this person before, and are seeking one-on-one coaching, the best way to see if there is a connection is through a 'discovery call'.

Discovery calls are an opportunity for the client and coach to see whether they are a good 'fit', and whether the coach believes that they can add value to the client.

During the call, you will get a sense of the energy between the two of you. You'll also gain a better understanding of what's involved in the process.

Be wary if the coach is expecting you to pay money up-front without having some sort of communication in the first instance.

- *The Long-er Game*

In today's world we are so used to 'instant gratification' that we seek the same feeling in all areas of our lives. Whatever your age, you have a lifetime of programming to overcome. Results will not just happen overnight. Commit to the 'long-er' game rather than the short one.

So often people quit just before success. How many musicians have taken 10 years to become an 'overnight success'?! While your long-er game may only be 12-36 months, if your coach is still adding value to your life, then stick with it. Your life and results will be better for having done so

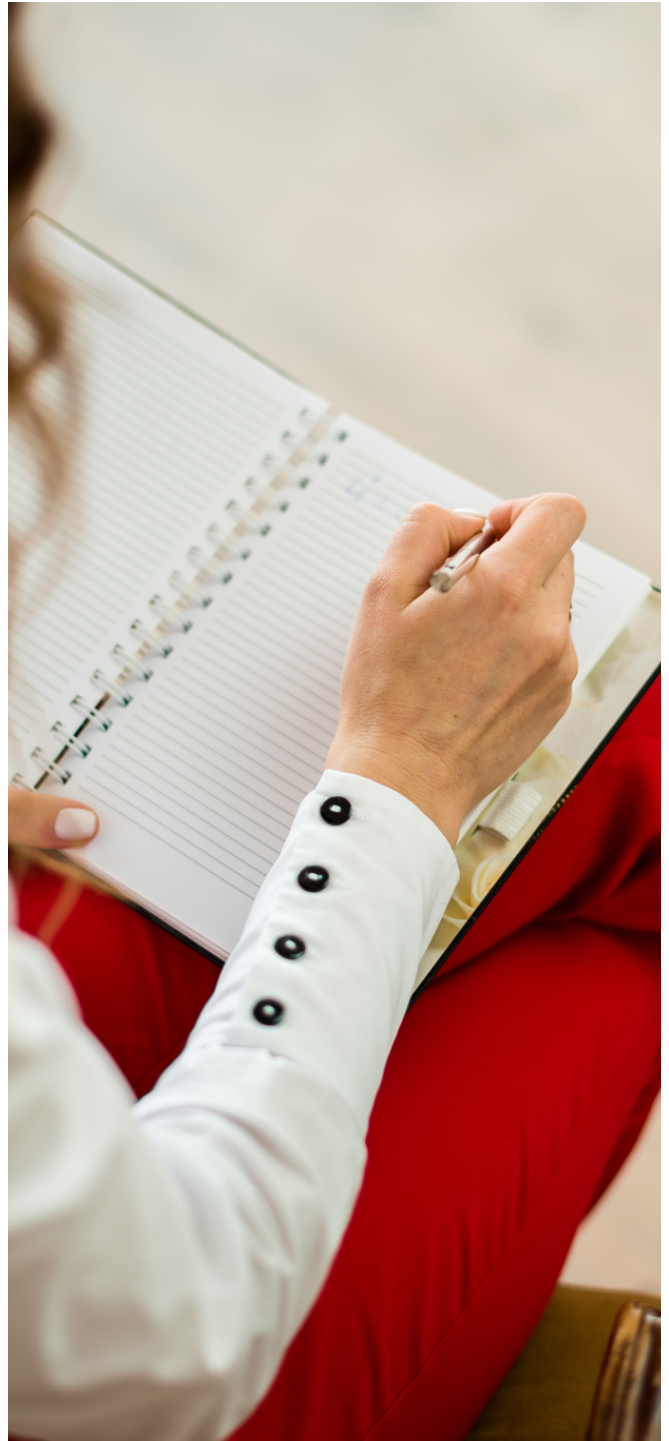
Conclusion

You can appreciate that there is a great deal to consider when hiring a coach – from contemplating whether you are even ready for a coach, the qualities you may be seeking in your coach, to the qualifications and modalities that may be used.

Hiring a coach has incredible benefits, however, they're not the one that is responsible for your results - you are! So many people quit in life – 97% of people who start writing a book never complete it. 90% of people who undertake self-paced online programs never finish. 91% of people who set New Years resolutions won't achieve them. According to Rener Gracie, 99% of the people who study Brazilian Jiu-Jitsu will never make it to black belt.

If you want what the 1% have (no matter what you are seeking in life), then you need to do what the 99% won't do – commit, for as long as it takes to get the results that you seek.

Hiring a coach is the first step to greater results, however you need to be responsible for putting in the work to get to wherever it is you desire to be.



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[Stephanie Caldwell](#)



ABOUT YOUR COACH

Stephanie

Founder of Think Collective, Stephanie Caldwell, grew up on a farm in rural Australia with seven siblings. In her late teens, she suffered from chronic pain (due to a congenital disorder) and concerns about her mental health. Doctors told her that she would be lucky to continue to walk let alone do any of the things that she had dreamed about.

Stephanie realised that to achieve her goals and dreams, grit would only get her so far. Determined not to be constrained, she began a quest to understand how brain neuroplasticity and self-mastery could help overcome these challenges.

For the last 20 years Stephanie has undertaken studies in a range of subjects including neuroscience, positive psychology, behavioural science, leadership and performance.

She travelled solo through Africa at age 18, has hiked mountains on six continents (including Mount Everest base camp), camped in the Arctic Circle and ran the Great Wall of China

Marathon. She attributes her resilience, relentless curiosity, creative thinking and pragmatic approach to those earlier physical and mental challenges and the ongoing practice of self-mastery.

Think Collective was born from the desire to share her learnings with others so that they may see that the challenges that we face can be seen as a pathway to growth, rather than an excuse not to live an Extraordinary Life.

Stephanie has helped guide positive shifts in the lives of solopreneurs; to executives of multi-billion dollar entities. She welcomes the opportunity to work you too.

Qualifications:

- NLP Master Practitioner
- EFT Master Practitioner
- Conversational Intelligence for Coaches, Enhanced Skill Practitioner
- Diploma, Positive Psychology
- Postgraduate Diploma, Education
- Postgraduate Diploma, Innovation and Design Thinking
- Postgraduate Certificate, Human Resource Management

Want To Try Before You Buy?

Interested in a Think Collective Program But Aren't Sure Where to Start?

We have the perfect solution.

The Art Of Self-Mastery Masterclass is an online workshop designed to give you a taste of what you can expect to experience from a full program, without having to commit.

During this half-day workshop, you will:

- Discover the obstacles keeping you stuck in life and how to overcome them.
- Create a picture of your Extraordinary Life – the life that exists within your deepest desires.
- Understand who you will need to become to achieve your Extraordinary Life.
- Preview the methods and strategies high performers use to get you from where you are now to where you desire to be in life.

Inclusions:

- ✓ 4.5 hrs masterclass
- ✓ Masterclass recordings
- ✓ Comprehensive Workbook
- ✓ Lifetime Access to the Program!!



SIGN ME UP NOW!



These workshops have limited availability so be sure you don't miss out!