

COACH

Many people use the words 'mentor' and 'coach' interchangeably but there is a fine line of difference. The word 'coach' has several meanings and one is "giving someone private instruction in a particular subject". Although coaches are generally associated with athletes and team sports, everyone needs a coach. It is easy to lose direction when difficulties arise. Sometimes you don't know what to do for the best any more and you can get to the point where there is little purpose in your day. Start working with a coach; just as in the sporting arena, a coach will guide you back on track and assist you to reach peak performance.

Coaching, however, is not just for when you are down and discouraged. Coaches are committed to challenging you to reach your full potential – to make you into the best person that you can be. Like mentors, they have the knowledge and experience because they have been there before you. They can help you discover and set your goals and they can train you to stay focused. They can also inspire and encourage you, through a process of self-evaluation, to improve your performance so you will be able to achieve your goals more easily. In doing this they can engender in you a need to maintain enthusiasm for what you are doing and you will receive emotional support and feedback along the way. Coaches, like mentors, are people with whom you can share all your hopes and aspirations, confident that they will adapt to your daily needs, adopting the role of taskmaster, library of knowledge or persistent motivator, but always educator, in order to help you reach and grasp your dream. A coach is there to show you how, rather than just 'doing it' and leaving.

A coach will teach you new information, new skills and strategies and you will be shown how to measure your results. Some of those strategies, put into place on a daily basis, will form good habits that will lead to the success you are looking for. Learning to delegate can be one good habit to learn. Allow others to show what they can do and give yourself time to do those things that are most important. You will also be shown how to 'think outside the box' and detour around obstacles that present themselves from time to time.

A coach will push you to do what needs to be done but a coach is also your friend and will make you feel better about yourself, less stressed and more relaxed.

On the whole coaching embodies four essential principals for continuing success – education, inspiration, strategies and consequences. A coach will:

- Point you to the personal study you may need to do to gain the right knowledge to achieve your goal.
- Be a driving force to inspire and encourage you to engage on a daily basis and focus your efforts to achieve your goal.
- Teach you strategies that will bring massive results and lead to excellence in your achievements.

- Teach you to be accountable for what you say and do and help you understand the consequences of your actions both good and bad.

A coach is there for you and you will find the time well spent and exciting as you build toward the achievement of your goal and ongoing success.