



Is coaching right for me/someone I know?
Is coaching worth the investment

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Prepared for:

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You - to help you decide if coaching is worth it and if you're ready for it



Introduction

The purpose of this document is to tell you what you get when you invest in coaching.

We are used to 'objections' and misperceptions about coaching. It is a relatively new and currently unregulated profession, so these are understandable.

Common blocks to coaching, actual or perceived include:

- Lack of time
- Lack of money
- Thinking a coach tells you what to do when it is the opposite
- Feeling uncomfortable talking about yourself/private person
- Belief that coaching is a sign of weakness
- Thinking that coaching is the same as therapy, when it isn't
- Negative new age perceptions/delving into your 'psyche' concerns

Give us a call if you would like to talk through any of these. One aspect of coaching is helping people to get around blocks, so just talking this through will give you an example of how coaching works.

How to use this document.

On the next page is a list of contents with page nos. Choose the heading(s) that most 'talks to you'. You are welcome to call us for a chat if after reading the document you still have questions that you'd like answered.



Contents

In this document

	Page No
Summary	4
1. Client examples - Financial value and benefits	6
2. Client examples - Value other than financial benefits	8
3. No risk, all gain	10
4. What <u>exactly</u> do you get for your investment?	12
5. What do clients say about Energise?	13
6. Questions to ask yourself	15
7. Want more information?	16



Summary

- **Purposeful focus:** coaching helps you to understand what's really important, so that you focus more, prioritise better and waste less time, with many benefits
- **More time:** 1 hour of coaching saves you 8 hours of time – the value of this time is different to different people, only you can quantify the importance of having more time for you
- **Achieve more faster:** coaching ensures that you spend more time on the 'important but not urgent things', tasks that are more likely to bring you increased success and more happiness
- **More money in less time more easily:** coaching gives you financial benefits – making you more money, e.g. attracting more clients; securing a promotion at work or a better-paid job elsewhere quickly.
- **More than money:** coaching also gives you things that are priceless & hard to quantify; greater confidence, enhanced focus and clarity, more self-acceptance & self-belief, less stress, working and living smarter and an improved work life balance
- **Sounding board:** the coach acts as a confidential and objective sounding board, committed to your success and happiness, but not with an 'agenda' which often your friends, family and work colleagues have, so they are biased and give you their advice/opinions based on their view of the world, not yours
- **Affordability:** often people spend money on things that give them short term satisfaction and 'fill a gap', e.g. clothes, CDs, alcohol, weekends away, drugs etc. For example, 2 coffees a day @ £1.50 each = £1056/year, which if invested in coaching would give longer term benefits and greater satisfaction



- **Healthy temporary support; not long-term dependency:** A coach's job is to help you come up with your own answers and achieve your goals, this is very empowering. The coach is like a 'chrysalis', there through your transition from a caterpillar into a butterfly, and then no longer needed as it has served its purpose
- **Wise not weak:-** the British lag behind other countries in our use of coaches and mentors, with our 'British reserve' getting in the way of a resource that will give you a competitive advantage, personally and professionally. Tiger Woods, Bush, Clinton, Madonna and Niall Fitzgerald, CEO of Unilever have a least one coach each, for example, and Olympic athletes have coaches who enable what is already good to be even better



I. Client examples - Financial value and benefits

Coaching helps you attract more money faster and more easily, whether you are looking for an internal promotion, an external job move or want to grow your business or sales fast

Saving time and therefore potential to make more money

Just 1 hour's coaching with Rachel has potentially saved me up to 1000 hours a year, worth an additional £150,000 revenue in chargeable hours. While exploring 'what gobbles up my time', I realised that by delegating the opening of my post plus more menial accountancy tasks and setting aside 2 hours to focus without taking any calls, I could free up 2-4 hours a day. I'm looking forward to being able to go to the gym and spend more time with my wife and 4 kids and also my Mother who was recently diagnosed with terminal cancer. I'm sure that my team will flourish with the increased responsibility that I give them. Senior Partner, Accountancy Firm

Getting a large pay rise from a new job achieved quickly with targeted communication

Just one 30 mins. telephone coaching session, costing £75 + VAT, resulted in our client getting a new job with a salary of £4000 more/year, after just one round of interviews, when the potential employer was planning a 2 stage interview process. The benefits? Saving time, minimising stress as well as giving them an excellent payback on their investment of + £5333%

Getting a new job faster so that you can save your redundancy money instead of spending it and becoming anxious

Client who was made redundant, achieved 5 job offers, all meeting her criteria, within just 4 weeks of being redundant. Their goal included a 4 day working week, taking the summer off and banking the redundancy money.



More productive and strategic at work, focusing on important not urgent tasks, proven by research to increase financial success

I have become 30% more productive as a direct result of coaching and I now feel more prepared, reflective, and thoughtful. I now appreciate the benefits of advanced planning and I plan the important things in now, rather than just letting the urgent take over and this has made a huge difference both at work and outside. Director, Telecoms company

Attracting business and achieving goals faster

One client, an artist, was broke when they came to us and at risk of losing their home. They achieved their goal of making £15,000 in just 12 weeks as result of coaching



2. Client examples - Value other than financial benefits

Our clients cite benefits such as increased self-awareness, self-acceptance, self-belief & confidence, reduced stress and more fulfilment/happiness, less procrastination, faster decision making and results, a better work life balance, greater clarity, focus and sense of purpose etc.

Below are some quotes from our clients illustrating some of these benefits gained from coaching.

- **Resourcefulness and self-responsibility:** *For me, coaching imparts a structure/framework for analysing and solving my own challenges and problems. I find Rachel: positive, encouraging and thought provoking. She facilitates you to find your own questions and answers.* Marketing Manager, Charity
- **Clarity:** *Coaching has put me back in control of the situation that I had found myself in. Before coaching, the whole thing was swamping me and I couldn't see "the wood for the trees". I felt that I achieved more fresh clarity in an hour than I had in 10 years.* MD, Recruitment Agency
- **Speed of decision-making:** *Within a week of my coaching session, I had decided to resign and several weeks later, I made my plan to go to abroad.* Sales Manager, IT Support
- **Happiness:** *I have felt happier and more accepting of myself since coaching – before coaching life was like MD. Now it's like oak.* Brand Planner, direct marketing agency
- **Paradigm shifts/'aha!' moments:** *I will not forget the coaching session that I had, it has changed my approach to all that I do and say. It was almost an instant transition.* Business Manager, Design Consultancy.



- **Free marketing ideas – 2 for the price of 1, coaching and practical marketing help.** *Rachel's vitality is contagious. She instils motivation, focus and drive. A most enjoyable experience. She quickly identifies the issues by listening and applying a very logical analysis. She is brimming with original marketing ideas and provides a fresh detached approach. Senior Partner, Firm of Solicitors*



3. No risk, all gain

Coaching brings no risk. Why? Because of the reasons below

- We offer a money back guarantee, no quibble
- Speak with our clients – you are welcome to speak with our clients to get verbal references
- Written testimonials available – ask for specific ones that relate to your need and we'll be happy to provide them
- Most coaches insist on a written contract, with 12 sessions. Energise don't.
- 90% of our clients come to us as a result of word of mouth recommendation
- We also do gift vouchers, are open to 'skill swaps' and are happy to discuss payment to tie in with your cash flow cycle. We don't want cost to be a barrier to people having coaching, so if this is genuinely a hurdle for you, let's discuss
- Energise have professional indemnity insurance
- We are professionally trained with an accredited coaching course (ITS Certified NLP coaching). Coaching is an unregulated industry and you can become a coach after as a little as 1 weekend's training.
- We are members of the International Coaching Federation (ICF), The Chartered Institute of Marketing (CIM) and the Chartered Institute of Personnel Development (CIPD)
- Personalised and flexible service. A lot of coaches use a fixed model when they coach. We don't because we believe that every client should be treated individually and have a targeted approach
- We have 20 years' professional business, marketing and brand communication for reputable companies such as Safeway, United Biscuits, Northern Foods and J Walter Thompson



- The whole principle of coaching is that it is for an agreed period of time, not open-ended, to achieve S.M.A.R.T. goals and that the coach helps the client so that they are no longer necessary, we make ourselves redundant!



4. What exactly do you get for your investment?

- Achieving your goals faster and smarter
- 100% objectivity, confidentiality, championing and accountability to help you achieve your goals
- Over 20 years' of marketing, brand communication, mentoring and coaching experience, including full time, contracts, interim and freelance work
- A free Energise ezine every month with tips and tools to make life easy and to help to market yourself/your business as a unique brand
- *Energising connector* - recommendations to useful resources – books, courses, people, web sites, our contacts
- E mail contact and brief phone call support in between coaching sessions
- Access to all the tools in our toolbox and an e mail copy of them (when they are e mailable) which you can use again in the future
- Strategic and marketing insights and ideas from a strategic brain if you want them
- A 'check in' following your coaching session to see how you are doing (optional)
- Reward for recommending us to your contacts – you can win a free coaching session if someone you recommend signs up for a coaching programme



5. What do clients say about Energise

Research with Energise clients (May 2005)

But don't take our word for it, here's what our clients say about us:

- *Simplifier of the complex*
- *Focus and clarity*
- *Flexible*
- *Go that extra mile*
- *Insightful and intuitive*
- *Dedication*
- *Market people*
- *Practical*
- *Own life/business a good advert*
- *Down to earth/human*
- *Positive*
- *Results/outcome driven*
- *Incisive*
- *Makes you think*

Client testimonials

The coaching experience was fantastic. I entered the first session as a cynic, but through Energise's support, I feel more empowered to achieve in every facet of my life than I have for a long time, if ever. Communication Manager, Clifford Chance

I have been evangelising about you to all my contacts. If half an hour has enabled me to do this (leave full time employment and set up own business), imagine what the proper course will do!

Chris Catchpole, Creative Director, Catchpole and Friends

I found Rachel enormously helpful at a point when I lost all perspective and direction. It is amazing what she can achieve with you in an hour. Rachel's approach is a mix of highly practical help and a way of getting to the very bottom of what underlies your issues.

Rebecca Hildreth, Marketing Manager

6. Questions to ask yourself

- What is the cost to you of staying where you are and not making the changes that you want?
- Imagine life/work/your business staying exactly the same as it is now in 2 years time. How do you imagine that being vs. what you would ideally like?
- With a money back guarantee, what have you got to lose?
- What is your internal mental chatter saying about coaching and what facts are you basing this upon? What's the best way for you to find out what it's really like?
- With successful people like Clinton, Madonna, top sportspeople, the CEO of Unilever etc. having a coach, what's making you question the decision?
- Who or what would help you to decide if coaching is for you and if I am the right coach for you?
- What do you need to know or do to make the right decision for you about coaching?
- If money is a barrier, where are you spending on short terms 'fixes' (drugs, alcohol, coffee, clothes, CDs, weekends away etc), the money for which could pay for coaching with longer term benefits?

P.S. These are examples of 'coaching style' questions, i.e. open questions that make you think.

7. Want more information?

We have the following information available – just ask for a copy if this would help you to decide for yourself or help someone you know who you think would benefit from coaching.

- Articles about coaching (Source CIPD, Coaching and Mentoring Network etc)
- Articles by Energise – published (various)
- Benefits of coaching (Source Energise clients)
- Career background - Rachel's career pre Energise
- Client list
- Client types - 5 types of need for coaching
- Coaching style - what clients say
- Ezine - monthly e mail newsletter (various topics)
- Facts about coaching – data (Source CIPD)
- How coaching works
- Success stories - the brief, what we did and the result
- Testimonials – clients

Get in touch

Contact us for a chat about your specific situation/needs if any questions remain unanswered.

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Thanks!