

## THE FACTS ABOUT COACHING, AND HOW IT COULD CHANGE YOUR LIFE!

### Can you identify with any of the following?

- Stuck in a rut and can't see the wood for the trees?
- Lacking focus and direction?
- Lacking motivation and enthusiasm?
- Looking for promotion or career change?
- Want to create a better work/life balance?
- Feeling stressed, never have enough time and want to get your life back in control?
- Looking to build your confidence and self-esteem?
- Want to break a habit?

If your answer is "yes", coaching could be for you.

### What is Coaching?

Coaching is a unique service that focuses on improving the quality of personal and professional lives. It involves questioning, listening and working with people to motivate and encourage them towards achieving their goals and dreams. Its focus is on the future, and moving people forwards in their lives to bring greater satisfaction, fulfillment and success. It is not only used to develop individuals, but is also effective when used in a corporate environment.

### How does it differ from counselling and therapy?

This is where people get confused; it is not counselling or therapy. Coaching is not about focusing on past issues, offering advice or helping people come to terms with elements of their life. It's about creating positive change.

It is designed to focus a person's attention on the future, open their mind, extract knowledge from within, and assist them in recognising and acknowledging opportunities, so they can implement action plans to move them towards their goals.

### What benefits does coaching offer?

- It moves you beyond their current thinking levels to identify new opportunities.
- It focuses attention appropriately, so you know where you're going.
- It identifies action plans, so you can break goals down in to manageable, achievable steps.
- Because it focuses on positive things in life and prompts you into action, it builds confidence and self esteem.
- When you work with a coach, you have someone backing you, believing in you and supporting you through your journey of change – you don't feel alone.
- When you feel like giving up on change, a coach will motivate and encourage you to continue.
- It helps identify limiting beliefs that have previously held you back, so you can move beyond them and towards greater success.

### Who can benefit from coaching?

Basically anyone who wants to improve their performance and quality of life.

### Who do you work with?

AM Coaching primarily works in three areas:

**Personal coaching** – is about working with individuals to improve areas of their life, from career or money to wellbeing and relationships. I have recently been working with a client who was unhappy with her eating habits, and wanted to take control so she could feel relaxed around food. She identified that starting a diary giving "permission" to eat certain foods at set time in a managed way made her feel less guilty. Now she has a much more relaxed attitude towards food.

**Work/life balance coaching** – focuses on getting the right balance between home and work like. For example, one client was feeling unhappy at work and didn't know why. On exploring this further it became apparent her work life was conflicting with her family life, she valued being there for her family. This was highlighted by the fact that her son was due to start school and her working hours didn't allow her to drop

him off or pick him up, something that was very important to her. Through coaching she identified her company offered a flexible working scheme, and on submitting her application, between them they agreed an acceptable arrangement.

**New business coaching** – offers support and focus for people starting up a new business so they don't feel alone. An example of this is a client I worked with who was unclear about her approach to the two services she wanted to offer. On exploring this further it became apparent that actually she felt more comfortable integrating both services to offer something completely different. She has now put this in place and is growing from strength to strength.

### What should people expect from coaching?

- Coaching can be delivered either by phone or face to face.
- You will be questioned and really listened to.
- You need to be honest with yourself.
- You will be challenged about your current thinking patterns, and encouraged to look at situations more closely and from different perspectives.
- Expect long silences, this encourages deep levels of thinking.
- The coach will feedback to you in a concise and constructive way, allowing you to use the information for your benefit.
- A coach won't tell you what to do – but helps you discover for yourself.
- The client - coach relationship is a partnership.
- Coaches are non-judgmental, providing you with a confidential space to freely explore your thoughts, possible opportunities and ways to implement change.
- Coaching is not a weekly chitchat or a whinging session. Unloading is fine, wallowing is not.
- You will identify action plans and will be encourage and motivated towards achievement.
- You are responsible for taking action; no one else will do this for you – the more commitment and effort you put into it, the greater the success.

Remember '*Success is not a place or a destination. It is not large or small, expensive or cheap. It is a feeling that comes from achieving what we set out to do.*'

To find out more about the coaching services AM Coaching offer, call 01865 392827 for a free informal chat, or email [Alison@am-coaching.co.uk](mailto:Alison@am-coaching.co.uk)

## WRITING COMPETITION

Deddington Writers Group Second Writing Competition: short story or poem. Entrants must be Oxon residents. Entry fee £3 (free for 16 and under). Closing date April 25th. Full details from: [www.deddington.org.uk/writing](http://www.deddington.org.uk/writing), [hughm@fish.co.uk](mailto:hughm@fish.co.uk) or with s.a.e please, DWG Competition, 7 The Daedings, Deddington Oxon OX15 0RT

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