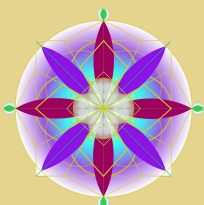


# *Stepping into your coaching experience*



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# Hello there!

*Given you have downloaded this guide, I imagine you are considering coaching and want to make the most out of the experience.*

*Coaching is a terrific way to support your growth and development, both on a personal and professional level.*

*My intention with this short guide is to help you weigh up your options and get clear on the considerations before committing yourself to a coaching experience.*

*The better prepared you are for your coaching experience, the more value and benefit you are likely to gain from the process.*

*Wishing you every success,*

*Jennifer* ♡

# My journey with coaching



*I have taken part in coaching from multiple perspectives. I have been coached, I have sought coaching for staff and team members, and I have provided a range of coaching services, and I have trained coaches, matched coaches with potential clients and overseen the coaching process.*

*As the coachee, or the person being coached, I have had the pleasure of being coached by some incredible people who have helped me grow and increase my awareness in a variety of ways. I have also had some frankly disappointing coaching experiences which were generally a waste of time and money.*

*Having seen and experienced the best and the worst of coaching, my desire is for all people to get their best development support possible.*

*"Coaching works because it's all about you. When you connect with what you really want and why - and take action - magical things can happen."*

*Emma-Louise Elsey*



# Why might you seek coaching?



People seek coaching for a variety of reasons, both personal and professional. Here are some common reasons for seeking coaching:

- 1. Professional development:** You might seek coaching to enhance your professional skills and advance your career. You may want to develop leadership skills, improve your communication or presentation skills, or navigate a career transition.
- 2. Personal growth:** You might engage in a personal growth journey. You may want to develop greater self-awareness, build confidence, improve decision-making abilities, or overcome your self-limiting beliefs.
- 3. Goal setting and achievement:** You might want to set clear goals and develop strategies to achieve them. Whether it's in your personal or professional life, coaching can provide guidance, accountability, and support to make progress towards your desired outcomes.
- 4. Life transitions:** Major life changes such as starting a new job, relocating, entering a new phase of life, or going through a relationship change can be overwhelming. Coaching can provide guidance, perspective, and tools to navigate these transitions more effectively.
- 5. Improved work-life balance:** Many people seek coaching to achieve a better balance between their personal and professional lives. They may be looking for strategies to manage their time, set boundaries, and prioritize their well-being.
- 6. Skill development:** Coaching can help you develop specific skills or competencies. It could be improving time management, decision-making, conflict resolution, emotional intelligence, or any other area that would benefit their personal or professional life.



**7. Support during challenging times:** When facing challenging situations or feeling stuck, individuals may seek coaching to gain clarity, explore new perspectives, and develop strategies to overcome obstacles. This could include navigating relationship issues, managing stress, or dealing with personal or professional setbacks.

**8. Accountability and motivation:** Some individuals find it helpful to have a coach as an accountability partner. Coaches can provide structure, support, and motivation to help individuals stay focused, take action, and achieve their desired outcomes.

Understanding your own reason for seeking coaching and knowing what you want to achieve from the process will make it easier for you to choose the right coach and the best coaching package for you at this time.

A lack of clarity in your intention and desire makes it hard to compare coaching offers and difficult to determine if the coach will be able to meet your needs.

For example, you may want a coach to help you with your marketing effort and increasing your sales and revenue. This would be very different to wanting to enhance your presentation and influence skills, or assistance to increase your leadership presence and enhance your career opportunities with a view to a senior leadership role. Again, seeking assistance to manage stress more effectively, deal with anxiety and overcome a crippling sense of 'imposter syndrome' would require a different focus again. Very few coaches would be able to do all of these things. People tend to specialise in some way, so know what you need makes a difference.

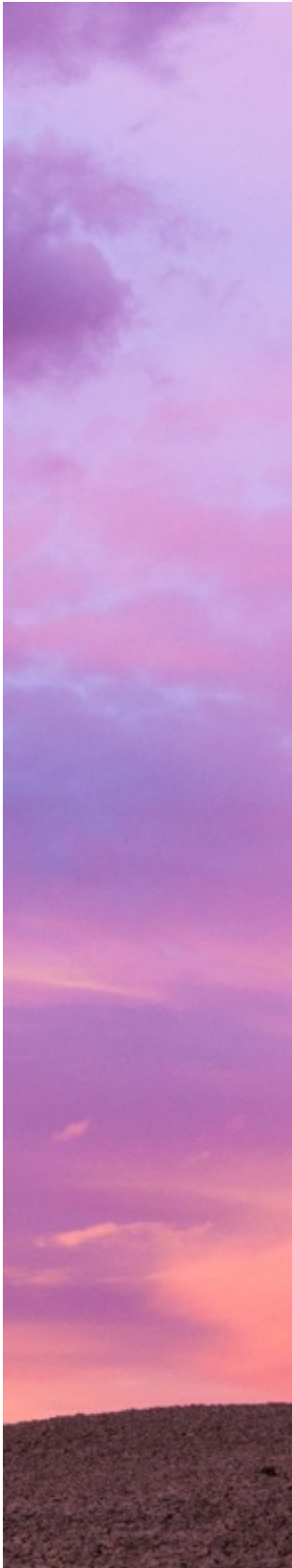


# What are the benefits of coaching?



Coaching has many potential benefits. It can make a positive impact on multiple aspects of your personal and professional life. Here are some of the key benefits:

- 1. Clarity:** A coach can help you gain clarity about your direction, priorities and goals. They assist you develop a clear vision for your future and create a roadmap to help you achieve it.
- 2. Personal growth and development:** Coaching provides a supportive and empowering environment for personal growth. It helps you identify and overcome limiting beliefs and poor strategies, develop new skills, and unlock your full potential.
- 3. Enhanced self-awareness:** Through coaching, you can gain a deeper understanding of yourself, your strengths, weaknesses, and blind spots. This self-awareness enables you to make more conscious choices and enhance your decision-making abilities.
- 4. Increased confidence and self-esteem:** Your coach can help you recognise your strengths and achievements. They can encourage you to take calculated risks, try new things and expand your comfort zone, fostering personal growth and increased self-esteem.
- 5. Accountability and motivation:** A coach provides accountability to help keep you on track to your goals. They can support your motivation, provide guidance, and hold you accountable for the actions towards your goals.



**6. Improved performance and productivity:** Coaching can help you enhance your performance in various areas of life, including your career, relationships, and personal pursuits. It assists you identify and leverage your strengths, improve your skills, and optimize your productivity.

**7. Effective problem-solving and decision-making:** A coach can assist you develop effective problem-solving and decision-making skills. They can help you gain different perspectives, explore alternatives, and make informed choices aligned with your goals.

**8. Work-life balance:** Coaching can support you to achieve a better work-life balance by helping you set priorities, manage your time effectively, and create boundaries that promote overall well-being and satisfaction.

**9. Improved communication and relationship skills:** Coaching often involves enhancing interpersonal and communication skills. A coach can help you develop more effective communication strategies, improve your relationships, and navigate challenging interactions.

**10. Stress reduction and well-being:** Coaching can help you reduce stress and enhance overall well-being. By helping you manage your priorities, develop resilience, and build self-care habits, coaches support you in leading a more balanced and fulfilling life.

Of course, the benefits of coaching can vary depending on individual circumstances and goals. However, overall, coaching provides a structured and supportive process that can empower you to make positive changes and achieve meaningful results.



# What happens in coaching?

*The coaching process, as illustrated below, could be described in the following way. You start out with your current experience of reality, and you want something more, you have a desire which becomes a goal. At the moment there is a gap between your goal and your current reality. You may need new skills, enhanced awareness, support, encouragement and feedback on your performance but with these you can achieve your intent goal.*



*To support you along this journey, coaching provides a collaborative partnership and clarity on your goals. Your coach will ask questions and provide feedback as you engage in a supported journey of self-discovery.*

*Your coach will be there supporting and encouraging you, helping you gain insights and deeper understanding and planning actionable steps towards your goal. Your coach will hold you accountable for taking the actions required to achieve your chosen success.*

*Together you will evaluate the effectiveness of your strategies and find suitable adjustments to keep you on track. In this process you are responsible for your own growth and development, your coach acts as a guide and catalyst for change you desire.*

# Choosing the right coach

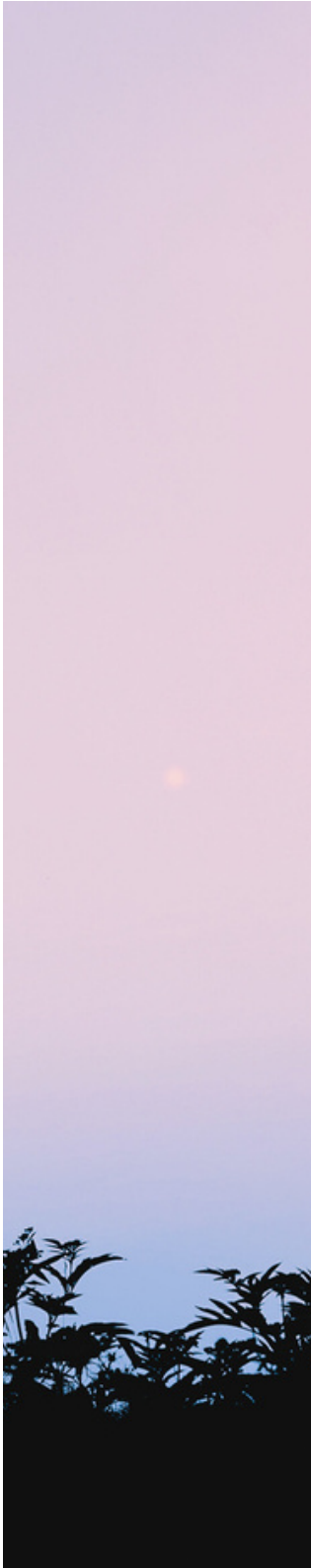


*Coaching is a client-centred, relationship based experience. Therefore coaching is also a personalised process, and everyone's experience will be unique. Your expectations may vary depending on your goals, needs, and preferences. Therefore, it's important to have an open and honest conversation with your coach about what you hope to achieve and what you expect from the coaching process.*

*The coaching relationship is a significant investment of your time, energy, and resources, so it's essential to ensure that the coach is the right fit for your needs and goals.*

*it's important to ask relevant questions to assess their capacity, approach, and fit with your needs. While you probably don't want ask all of these questions, they might give you a few ideas of things you might consider asking about? Here are some questions you can ask:*

- What is your coaching experience and background?*
- Do you have a particular focus for your coaching?*



- *How do you typically work with clients? What can I expect from the coaching process?*
- *What types of clients or industries do you specialize in?*
- *Can you provide examples of clients you have worked with and the results they achieved?*
- *How do you handle confidentiality and privacy?*
- *What is your availability for coaching sessions?*
- *How often do you typically meet with clients, and for how long?*
- *Do you meet face to face, over Zoom, or on the phone with your coaching clients?*
- *If face to face, do you come to me or would I need to come to you?*
- *How do you measure progress or success in coaching?*
- *Can you provide references or testimonials from previous clients?*
- *How do you handle challenging or difficult situations that may arise during coaching?*
- *How do you tailor your coaching approach to individual client needs?*
- *How do you handle potential conflicts of interest?*
- *What is your philosophy on personal and professional growth?*

*Ultimately, coaching is a personal relationship, so you need to choose someone you find easy to talk with, You want to feel comfortable and safe with this person and trust them and their expertise.*



# How much should I pay?



*While cost is usually a consideration, it is not the only consideration. Be sure to choose the coach who is the best fit on all levels.*

*Coaching prices and packages can vary enormously depending on the coaches qualifications, expertise, location, session duration and their package inclusions.*

*Coaching fees can range from \$150 to \$1500 or more per session.*

*It's important to consider the value and potential benefits you can gain from coaching when you determine how much you are willing to pay. Coaching is an investment in your personal or professional development, and it can have a significant impact on your growth, achievement of goals, and overall well-being.*



*Before engaging a coach, it's a good idea to have a conversation about their fees and what is included in their coaching packages. Most coaches offer different pricing structures, such as package rates for a set number of sessions, discounted rates for longer commitments, or sliding scale fees based on income.*

*Assess your budget and financial situation to determine what you can comfortably afford.*

# Preparing for coaching



Having made the decision to get coaching, and spent time choosing the best coach for you, you will want to maximise the benefits of your coaching experience. Remember, coaching is a collaborative process, and your active participation and commitment play a crucial role in maximizing its benefits.

Here are some things you can do to prepare for coaching:

- 1 Identify your goals:** Before you start coaching, it's important to identify what you want to achieve. Think about what you want to accomplish and what specific outcomes you are looking for.
- 2 Be open to feedback:** Coaching is about growth and improvement, and this often involves receiving feedback. Be open to receiving feedback from your coach and willing to make changes based on their suggestions.
- 3 Set realistic expectations:** Coaching is not a magic solution that will solve all your problems overnight. It's important to set realistic expectations and understand that progress takes time. Also, your coach does not have a magic wand. The results you will get out of your coaching program will depend on the time, effort and action you are prepared to put in.

4

**Be willing to invest time and effort, and take action:** Coaching requires time, effort and action, both during sessions and outside of them. Be prepared to invest the necessary time and effort and take the necessary action to make progress towards your goals.

5

**Come prepared with questions:** Before your coaching session, take some time to think about what you want to discuss with your coach. Come prepared with specific questions and topics that you want to explore.

6

**Be willing to try new things:** Coaching often involves trying new approaches and experimenting with different strategies. Be open to trying new things and stepping out of your comfort zone.

7

**Be committed to the process:** Coaching is a process, and it requires commitment and dedication. Be willing to take new action and try new things.

*Being well prepared will set you up for the best possible experience and your best possible outcome.*





# What if you feel coaching is no longer working?



*At some point during the coaching process you may feel as though it is no longer working, you are not getting the results you want. Then it is time for some serious reflection and definitely time to talk with your coach about your progress.*

*Most coaches structure regular review phases into your program so you can reflect and adjust as needed to make sure you are still tracking well towards your goals,*

*Here are a few things to think about as you reflect.*

- Are you still taking action in between each session?*
- Have you already achieved your original goals and need to set new goals?*
- Are you talking openly and honestly with your coach, or are you hold back and not discussion what really matters?*
- Have you sought and accepted feedback from your coach?*
- Are you resisting or even self-sabotaging for some reason?*

*All sorts of things can come up as you move towards success. Be aware, talk with your coach and keep taking action towards what you truly desire.*

# Moving forward



*Coaching is a journey, like any journey, it can take you through a range of experiences, some expected and others totally unexpected.*

*Taking the time, prior to engaging in coaching, sets you up for success because you are informed, prepared and ready to achieve your desired results.*

*Getting to these results will take you through many experiences, at times it will be comfortable, challenging, a little intimidating, exciting and joyous. Just remain open to the experience and focused on your intended results.*



*Coaching is a partnership with both coach and coachee having opportunities to learn and grow. The key is to maintain honest communication.*

*May your coaching experience be positive, affirming, honouring and profoundly developmental in nature. Enjoy the ride!*

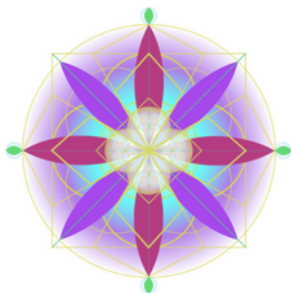


## Discovery Call

*If you want more information about coaching, or explore ways of meeting your own needs, or the needs of your team, why not book a time to chat and discover what's possible?*

*This is a totally complimentary and no-obligation service, so book a time that suits you.*

<https://calendly.com/jmc-1/discovery-call>



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# About Jennifer Campbell

*I am doing this differently, instead of giving you a run down on professional experience and standing, my story starts with the personal which deeply informs my current professional practice.*

*My journey commenced eons ago, back when I was a spark of light, part of the infinite light of creation...*

*Of course, like most of us, being born and brought up in this reality, I completely forgot who I really am. I spent my early life trying desperately to fit in and feel the safety that comes with acceptance and belonging. I played the role of the 'good girl' – a favourite of the Catholic school girls of my day. This meant doing what I was told to do, not speaking up or speaking out, not creating waves or challenging the status quo in any way, complying in the hope it would make me acceptable.*

*It didn't work for me. I felt like a fraud. I didn't see the world in the same way that others did. I experienced the invisible, metaphysical world in powerful and profound ways. I visited clairvoyants, studied tarot, numerology, astrology, palmistry and past life regression but did not share this 'secret' part of myself with others.*

*In my early twenties I worked as a youth worker, for a church-based organisation. On discovering I had read tarot for one of my friends, I was pulled up before the church council and threatened with the loss of my job! Their accusation – I was counselling young people through the use of witchcraft!*

*My commitment to keep my personal life – personal, became even stronger. Meanwhile I continued studying things that many others felt were highly unusual – energy healing, iridology, a myriad of natural healing techniques and practices, mind-powers, energy practices, vibrational therapies, metaphysics, consciousness and spirituality in many forms. It energised me, it excited me and connected me with many like-minded people.*



*All these studies gave me a deeper insight into people and their experiences which supported me through a range of practitioner, managerial and leadership roles in the community sector. Then, as I expanded my skills and practices in adult education, the insights I'd gained informed my practice both as a business owner and educator. Throughout all this time however, I continued to remain silent about most of what I knew and loved.*

*Finally, the divide in my own life was too great, and it was having a major impact on my sense of wellbeing. I needed to integrate the metaphysical aspects of myself into my professional self. This was a very challenging and confronting journey, I had kept so much of myself invisible in the past and the fear I had of rejection and ridicule was very high.*

*This unveiling of the true essence was inevitable. As the pandemic created global changes, it also created the space for deep personal healing, self-acceptance and transformation. For me, this process was about becoming integrated and visible, stepping into my full power and deeply committing to fulfilling my life mission and purpose. It is now time to share my gifts with the world.*

*I am glad to say I have now walked the path of reintegration of myself. Finally, all the parts of me belong. All the things I have learnt can now sit together, each informing the other. My professional learning and development practice is greatly enhanced by my other skills. I am free to create in a variety of ways. Clients now grow and thrive with speed and grace as I offer them the full range of tools I now have available.*

