

Find a Coach

Can you afford not to have a coach?

BY DAVID BASCH

No matter how successful you are, in today's world the top competitors use the best professional coaches. Whether you are Tiger Woods or a hard working business owner, having a coach in your corner will help you to win.

In the not too distant past when I introduced myself as a life coach the usual response was; "Oh, what sport?" Nowadays, the same person often says excitedly- "Oh, I can use that in my life."

The International Coaching Federation (www.coachfederation.org) defines professional coaching as:

"An ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. Coaches help people improve their performance and enhance the quality of their lives."

Thomas Leonard, who many regard as the founder of modern coaching, was originally a financial planner. He came to realize that he could make a much bigger difference in the lives of his clients, by coaching their whole life rather than just from the single limited area of money.

It was a natural development then for highly motivated people who want to achieve something more in their lives to utilize this new, effective tool. While a coach can work with a client in their creating more money, improved business skills, better relationships and a more satisfying career, it goes beyond goal

achievement. A well trained coach aims for the larger game of greater self awareness, personal growth and full satisfaction.

How does it work?

Here is how one former psychologist explains his own transition from being a therapist to becoming a coach:

"Coaching is a profession that assists mentally healthy people to achieve their personal and career goals. I decided to make a career shift. Coaching was founded on values that best fit my new perceptions about the basic goodness and mental soundness of human nature."

Coaches are primarily future focused, creating strategies and actions with clients to move them forward. For example a coach might ask a simple but powerful question like; "What would it look like if you were to create your ideal business?" By a client visualizing how they would like things to be they can then determine, together with their coach, a course of action and turn that into a reality.

Clients have the answers but often can't see it on their own.

Many people are under the impression that a coach provides a great deal of advice. Actually we don't, because the best advice is that which you give to yourself. With the collaboration of a coach, clients create new perspectives which open up new ways to resolve old issues. In essence, they get "unstuck".

How does the coach get this to happen?

Coaches are very highly trained to listen to you in a special way while asking you powerful questions that no one has ever asked you before. This is a conversation like no other. We are listening for answers that reveal your authentic self, your highest values, and deepest purpose. As a result this self, who you really are, allows you to fully take the reins and begin to manifest change. And change is the name of the game.

Another simple but powerful strategy is to hold the client accountable. When we give our word to a coach we are enrolling a powerful ally and our natural integrity kicks in. The coach holds up the mirror of your larger self for you to see and live into. So, when you make an agreement with your coach you have a much greater likelihood of keeping your word. This technique can be used for any area of your life... I said any area.

Finding the right coach for you is like choosing any other professional.

Ideally, get a referral from a satisfied customer. Check out the coach's credentials and area of expertise. Most coaches offer a free sample session in which you get to experience coaching and whether or not you and the coach have the right chemistry. If you find a good coach you'll get tremendous value out of that single, free conversation.

Sounds good right? Try it, you'll like it.

David Basch is a professional certified

coach (PCC) and certified co-active coach (CPCC). He works with business owners and people who are ready for change. He can be reached for more information or a free consultation at 845 626 0444. Visit the website at www.dwbcoaching.com.

Mastering the law of attraction

A free talk, "Mastering the Law of Attraction," will be held from 6 to 8 p.m. May 30 at the Inspired! bookstore, 41 North Front St. in Kingston.

The talk will be led by international trainer and life coach Maria Ribeiro Ferreira, who studied with and was certified by renowned spiritual teachers Louise Hay and Neale Donald Walsch.

The Law of Attraction, popularized by the best-selling book and DVD "The Secret," takes the physical-science principle of Like Attracts Like and applies it to everyday life — that is, it says people attract into their lives a match of their conscious and unconscious thoughts, emotions and beliefs.

"Thoughts become things...choose the good ones!" Ribeiro Ferreira says, quoting "Notes From the Universe" author Mike Dooley.

Ribeiro Ferreira's free talk will also be an introduction to an eight-week workshop of the same name that she will conduct at the Shirt Factory, 77 Cornell St., starting June 2.

For more information, contact Ribeiro Ferreira at (845) 389-1811 or mariaf@mindspring.com.

Conversations with a Life Coach

Do you have unfulfilled goals and dreams or are you just stuck?

The question people ask me most frequently as a professional life coach (PCC) is – Why can't I seem to get what I want?

My answer is that when you keep looking at your issues by yourself you always get the same old answers. That may not be what you want to hear but it's the truth. Working with a coach allows you to discover a new way of seeing things. It is still your own path but with new solutions that you choose. What you choose yourself, you own. And what you own empowers you to get what you want.

What is coaching? Coaching is a conversation. I listen to clients in a way that creates a unique kind of conversation, unlike any other you have ever had. It is confidential and powerful.

Does it really work? Coaching is designed to have an immediate impact on your life. My goal is to have you achieve your goals as quickly as possible. Of course many clients get so much value that they choose to stay on. Coaching quickly shakes you out of your automatic patterns and habitual way of being. You begin to change the way you see things, gain new learning about yourself and that allows you to change your behavior. Together we help you design a plan, make commitments and get into action. The coach's job is to hold you accountable to your plan. It works.

Can coaching help me find a new career? Improved relationship? Grow my business? In a word, yes and more. Many clients use me to improve their business or work. Any area of your life can be addressed successfully by coaching. I hold the vision of your bigger self. When you are more "you" it impacts on everything in your life.

Can it be that easy? Yes. Of course it takes some work. Most clients who come to coaching are already successful so they understand this, and want something more. People on their own run the risk of staying stuck in familiar circumstances rather than take on the risk of change.

As coach I will challenge and support my clients to grow. The path to growth is through willingness

to confront the risk of being uncomfortable. That's why my motto is "change is inevitable...growth is optional."

What do people say they get out of coaching?

"He prods you to lead yourself from self-doubt to self realization. David is the best investment I've made in my practice."
Charles LaBarre – Acupuncturist

"David helps me separate the essential from the inessential and supports me in fulfilling my objectives. He is my ally and coach, and with his support I know that I am not alone as I face the challenges of life."
Jason Stern – Publisher

"David has enabled me to be confident in my abilities, in my judgments, and in my decisions."
Ilene Tanen - President TDA Advertising

How do we get started? I offer a free consultation. It is important for people to find out for themselves what coaching is like and if they have the right chemistry with their coach. All my coaching work is on the phone so it is easy and convenient to set up a free coaching session to find out for yourself. I invite you to contact me today for a free session and see if it is for you.



David Basch, Professional Certified Coach
845.626.0444 | www.dwbcoaching.com