

by Victoria Trabosh, CDC®

What motivates your clients? How do you keep coaching interesting and effective for highly successful clients who don't have the time to meet over a long period of time? How do you get results for these clients?

When I first began coaching full-time in 2003, the majority of my clients were coached by phone, three times per month. That has changed. Clients want "face time" and coaching intensives are now a well-known solution for very busy executives.

Recently one of my clients, Judith A. McGee, LHD, CFP®, ChFC, CEO/chairwoman of McGee Financial, wanted to experience coaching in a concentrated environment. A VIP Coaching Retreat was the solution. For her, going through the Dream Coach® Workbook was a way for her to get results that would change her perspective and give her new tools to support her in building even bigger dreams – all in two-and-a-half days!

I believe a coaching intensive needs to be well structured and contain the following elements: 1) sufficient pre-work for the intensive; 2) great content; 3) a luxurious environment; 4) good "play" time; 5) sufficient breaks; 6) spacious structure for spontaneous change;

and 7) a follow-up plan for staying in touch to ensure success on the action plan established during the intensive.

Judith completed an extensive intake form, prepaid for the event, and together we agreed upon the results we wanted to achieve and were intentional in creating them.

According to Judith, the weekend was a tremendous success. "It was cathartic and deeply changed my inner view of how I'm serving my clients and how I'm operating in the world. I now have a clear vision of how I live the next five years of my life personally and professionally. It was a profound experience."

Coaching clients successfully is not about knowing what they need. It's not about fitting them into a structure that we've developed. It's about attracting clients with vision for themselves that we as coaches can help them articulate and achieve.

Flexibility is key in life and business. Finding a fit with a client requires thoughtful inquiry into their needs and an honest assessment of your skills as a coach. Be inspired to try something new. If you're not confident enough to take someone through a coaching intensive, experience one yourself. Learn from your experience and then bring this new skill to your clients.

by Craig Carr, PCC, CPCC

When it comes to measuring success in coaching it can be a lot like measuring success in life. In other words, it can be pretty subjective and it depends on how you keep score!

If you are a coach who focuses on implementing actions that result in the achievement of stated goals, and that's what you care about, then success is measurable and concrete. If you are a coach who finds joy and success in seeing the life transformation of body, heart and spirit, you are going to score by another measure.

The majority of coaches probably self-assess their work from both directions, so effective and impactful coaching has to be both measurable as well as something that you and your client express to each other. If you are 100 percent honest with yourself, you can usually feel that success is in the air (or not!).

I've had clients whose stated goals became obsolete in a relatively short period of time, and the coaching was very successful largely because of it. And I've had clients where the goal meant everything, so for a while we set aside concerns about integrating change into the rest of their life and worked, worked, worked on the goal. Both are successful coaching experiences because I know that when I get over any agenda about how success "should" look, the path to fulfillment will come in

varied and wonderful ways.

What delivers the most impact to these successes is when my client is willing and able to access courage, face "danger" and stand up for themselves in new ways. I never know what that is going to look like and my clients learn that failure, stepping on toes or offending someone is a possible and likely outcome on the way to personal empowerment.

That's okay with me, and when it's okay with them and they are able to act from that knowledge, it is virtually assured that they will see magic begin to happen in their lives.

There are, of course, obstacles and pitfalls along the way that are emotional and transformational. It's a process that requires navigation and when we do traverse that territory together I can 100 percent guarantee success.

Finally, for your consideration, as I have said over and over again in this column, the number one way into a sticky situation is to not design a clear coaching relationship 'space.' The number one way out of any sticky situation is to slow down and redesign the relationship. If you don't know what I am talking about then go back and read the *choice* archives, take a relationship systems course, or get some mentoring from an experienced coach.

It could be the thing that doubles your success rate! ●