

THE GREATEST BOOK
ON
COACHING
FOR
SMALL BUSINESS™

BY
TERRY OSTROWIAK



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*The fulfillment of every great achievement
was impossible at first.*

TERRY OSTROWIAK



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FOREWORD

At times all of us are faced with issues or challenges we cannot resolve. We probably have to view them from different perspectives. Often we just can't find the solutions we seek regardless of how hard we try.

Some lucky or highly disciplined people know how to implement an effective research process using the internet. Others spend their time spinning their wheels without making any progress. They become more and more frustrated because the answers will not pop up when they need them.

Using another set of eyes or ears as a sounding board can be very helpful in these situations. It is especially useful if we are 'unsatisfied' people constantly stretching ourselves to achieve more in our lives and careers. 'Dissatisfied' people just complain and moan and get stuck in a fixed space instead of moving forward. It is simply a matter of attitude and mindset.

Unsatisfied people are often trailblazers and by definition face constant challenges which they need to overcome. Dissatisfied people make a great show of trying, but often cannot move ahead.

As a professional, my first criterion for establishing a client/coach relationship is focused on the word unsatisfied. These people search for like-minded colleagues to speed up the process of achievement. They tap into the resources provided by Catalysts who can coach them to create greater momentum. Some individualists are unlikely to respond to coaching because they want to do it alone – not share the glory. Of course a good coach does not want to share the glory – just quietly move clients forward more effectively to achieve their objectives and targets.

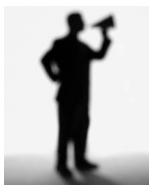
This book is meant for unsatisfied people who want more in their lives than just existing and are committed to continually grow and develop themselves – a never-ending pursuit to achieve meaningful objectives.

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What is 'Coaching'?

I am amazed and often distressed to hear how many people, many of them highly professional, call themselves coaches when they simply do not coach, but rather mentor, counsel, instruct, advise, teach or just sell their own ideas or those of their company. It's very confusing!

The definition of coaching is warped and often bent out of shape without insight as to what the profession of coaching demands. Coaching is a specific methodology and process distinctly different from other processes.



Recently I attended a breakfast promotion conducted by a professional marketing specialist who positions his process as one of coaching when it's simply a consulting or mentoring exercise revolving around his material. He was promoting his methodology for improving business systems and the process was essentially

consulting using his format and material with some backup instruction.

I am certain he is very successful, but why not present himself honestly as the marketing or business development consultant he is?

A language teacher recently told me she was a coach. On questioning her I discovered that she instructs teachers at schools on how to use the materials and systems sold and marketed by the company she represents. She has never had any training or instruction in coaching and knows nothing about this distinct discipline.

The vital distinction between consulting, mentoring, advising, instructing, and counseling vs. coaching is that the coach serves as a catalyst and focuses only on the client's agenda. The other disciplines are almost solely focused on their own professional agendas.



As the years progressed, I tried to differentiate my role from the plethora of so-called coaches. I see myself as one chemical element, with my client another. In combination, if formulated well, the mix is optimal and the activity is mutually satisfying. A third, more powerful element is created from the relationship. Neither of the first two elements alone could create this result, but together the additional energy that appears is a product of pure synergy and $1+1 \neq 2$. Synergy comes from combining two words – ‘Syn’ abbreviated from ‘Synchronize’ and ‘Ergy’ from ‘Energy’. The product of ‘Synchronizing the Energy’ between a coach and client often transforms the relationship.

Most coaching is great fun and very rewarding as it is focused on achieving desirable future results. It's like taking a walk with a highly enthusiastic person, discussing them at their very best.

In order to be a good coach, I postpone judgment and see my clients as they could be, at their very best – not necessarily as they are. Somehow I translate this emotionally and physically to them so that they experience a huge feeling of acceptance and safety and become free to discuss with me their deepest anxieties and fears. The feeling of being truly listened to is such an unusual experience for most business people that they often sigh with relief that someone finally understands them. From then on we can focus our dialogue on future vision and goals.

Coaching is not meant to be a long-term process, but rather the right tool for the right moment. The coach needs to know when to let go rather than take the client through a never-ending therapeutic dependency. *Coaching then becomes what it was meant to be: an event-driven process, unlike other disciplines such as counseling or providing psychological advice.*

AHA Moments...

- Coaching means visualizing people at their very best, rather than as they are now.
- The vital distinction between consulting, mentoring, advising, instructing, and counseling vs. coaching is that the coach serves as a catalyst and focuses only on the client's agenda. Other disciplines are almost solely focused on their own professional agendas.
- Coaching is not meant to be a long-term process, but rather the right tool for the right moment.

"A recent study estimates that 40,000 people in the U.S. work as coaches (work or life) in a \$2.4 billion industry."

Market Data Report, 2006