

Media Sound Bites

100 KEY POINTS TO MAKE ABOUT COACHING

1. Coaching is distinct from consulting, therapy, and friendship. All coaches are consultants; few consultants are coaches.
2. The coach/client relationship is a designed alliance, focusing on maximizing opportunities, not just on solving problems.
3. People hire a coach because they want MORE of something (money, time, happiness, success, freedom) or LESS of something (frustration, tolerations, delays).
4. A coach is trained to work with a client on both personal and business goals. A therapist works on issues. There's a big difference.
5. Coaching works because of the synergy resulting from a professional partnership.
6. Few people NEED a coach; most folks WANT a coach.
7. Coaches are experts in people and success, not just problem-solving.
8. Coaching is becoming a very popular profession of the 90's and 00's, offering geographic flexibility, fulfilling work with a healthy clientele, low emotional costs (very little travel, stress, commuting or workplace problems) and the reward of continuing personal and professional development.
9. There are coaches in virtually every state in the U.S. and in at least 30 countries.
10. By the year 2002, it will be common to have a coach. The question will be "Who is your coach?", not "Do you have a coach?"
11. One source of the demand for coaches and coaching comes is the increasing number of entrepreneurs and infopreneurs seeking to be successful in an extremely competitive marketplace. The right coach gives a professional or business owner a competitive advantage.
12. The newest area of growth in the coaching industry will be internationally during the next decade, given the demand in other countries for the good ol' American spirit of independence, creative thinking and success drive. With a coach, anyone in the world can access this style of thinking and support. And, as more coaches set up shop in their own countries, the coaching style will be reflected of the local culture.
13. Thanks to the Web and the Internet, the best advice in the world can be accessed and shared from anywhere. Coach University intends to be the leader in offering business and personal advice and coaching guidance via our automated Web-based database of situations and solutions.
14. Unlike most other online/distance-learning schools, which offer primarily asynchronous training, Coach U students receive asynchronous, synchronous and just-in-time learning.
15. When a client hires a coach in Minneapolis, for example, they are also getting access to an international network of coaches and experts – access to solutions and answers are usually just a phone call -- or mouse click -- away.
16. As Americans put up with less and expect more out of life, they'll find a willing and supportive partner in a professional coach.
17. Having it all is just the beginning. Most Americans today want it all without having to pay the price. With coaching, this becomes possible, not a pipedream. You may not get it all," but you can get all that matters most.
18. Coaching is becoming popular as time becomes more valuable. Today, few of us can afford the steep learning curve of life. What would it be like to be wise, happy and successful THIS year vs. waiting for a decade or two?
19. The compelling reason that folks have for hiring a coach: They just are unwilling to wait to get what they want. The gimme generation now turns to an outside expert to help them get what they most want, in a healthier, more productive and sustainable way -- the coach.
20. Self-help is a distant second to coaching. Who has the patience to work on oneself all by oneself? That's the old way.
21. The best Olympic skaters ALL have a coach that they've bonded with, who brings out their best. Doesn't EVERYONE deserve to have a coach who brings out their best?
22. You don't buy a coaching service, you hire a coach and build a relationship.
23. There were approximately 1000 full-time coaches in the U.S. earning between \$30,000 and \$150,000 per year. (This number doubled to at least 2000 during 1996.)
24. The strongest areas for coaches were: Texas, Florida, New York, California

25. 80% of coaches work primarily over the phone vs. in person, and have a national practice.
26. The profession is in its infancy. Coaching is a new profession; started in the last 10 years; formalized in the past six years.
27. The profession is developing its credibility and stature based on the success of clients of coaches, not just the success of coaches.
28. Clients usually pay a monthly fee ranging from \$200 - \$500 to their coach for four weekly sessions. There are no other charges/fees. It's rare that a coach contracts for a percentage or contingency-type fee or reward.
29. Some senior coaches charge an entrepreneur or corporate client an annual retainer or program fee of \$5,000-\$250,000.
30. 95% of coaches do not require an ongoing contract; clients are free to leave if desired.
31. A client works with the same coach for an average of one year (and this term is increasing).
32. Most coaches coach an average of 38 clients (each week), after being in the field for two years.
33. Average age of coaches is 46.6 years old. The range is from 30 to 70.
34. 43% of coaches are men; 57% are women.
35. 90% of coaches have at least an undergraduate degree; 52% have a graduate degree; 7% hold a doctorate.
36. Backgrounds of coaches reported (from most to least): Consultants, Mental Health Professionals, Management, T&D/HR, Financial consultants & CPAs, Theater & Professional Speakers, Engineers, Sales.
37. Client types being coached (most to least, all coaches reported a combination):

Professionals = 86%
Entrepreneurs = 60%
Leaders = 45%
Creative = 42%
CEOs/Execs = 38%
Transitioning = 37%

38. Preliminary conclusions from a survey conducted by Lee Smith, Ph.D. and Jeannine Sandstrom, Ph.D. in August 1995: From this beginning phase of data gathering, it is observed that the professional coach is usually mid-life, experienced in life, and may have a high level of education. They are availing themselves of training and are somewhat interested in being certified as a Master Coach. One measure of success in coaching may be the positive relationship between length of time as a coach and the number of clients those coaches have. Another measure of success may be that the coach is being professionally coached as they master the art of coaching. However, success may or may not be related to the level of education a person has since both those with high school and undergraduate degrees appear to be as successful as those with Masters and Doctorates. This suggests that the personality of all those coaches, who are perceived as reaching success because of the number of clients they have reported, should be studied more in depth. Coaches in this study are working primarily with the professions and small business owners as well as a mix of the other client types. They work primarily on an individual level but in business settings as well. And, the primary delivery of their services is done by telephone coaching. High levels of income can be reached in this profession with the most common fee at \$125-\$150 per hour, and/or \$200 - \$300 per month for four 30-minute sessions.

COACHING STORY ANGLES

COACHING IS A LUCRATIVE, EMERGING PROFESSION

If the pressures of modern life are creating a demand for coaches, the appeal of the coach's working lifestyle is also creating a growing supply. Some benefits to the coach include: Geographic flexibility, high hourly rate (\$100-\$200), work mostly by phone (or e-mail, if you choose), get paid monthly in advance, clients are lots of fun/rewarding, low entry costs to the field, a chance to help others, great community of coaches to become colleagues/friends with, chance to grow oneself. Ask for our survey on the coaching profession, which details the demographics, salaries, clientele, etc.

COACHING CLIENTS CAN GET DRAMATIC RESULTS

Coaches can help clients achieve dramatic results. Some real-life examples: Executing the successful turnaround of Macy's (and saving the parade!), convincing the resistant Pentagon to create a memorial in Arlington National Cemetery for the victims of Pan Am flight 103, transforming from a heroin-addicted convict to a summa cum laude double master's degreed professional, surviving cancer, surviving being run over by a train, making peace with an estranged parent the night before they die, moving from \$100K to \$800K in revenues in nine months. Ask for interviews with such coaches and clients.

BABY BOOMERS TAKE TO COACHING

Coach U recently polled the coaching community to find out what the presence of baby boomers (35-50 year olds) was. We found that of the 2000 coaches in the U.S., 1600, or four out of five, are baby boomers. Each coach has an average of 13 boomer-aged clients, as well. There are some 26,000 boomers that are clients of coaches today. And it's growing rapidly.

COACHING AS THE NEXT GENERATION OF THERAPY

Controversial (at least from the therapist's point of view). Potential problem in Texas where the head of the LPC (therapists) is gunning for coaches coaching in the state - they are afraid of the cross-over/personal side of coaching. Other issues: therapists want healthier clients; healthier clients want more than therapy offers and enjoy coaching more. 20% of coaches' clients are also in therapy. Therapists like coaching because it's more fun and intellectually challenging, and there's no billing or insurance to worry about. And it can be done on the phone! As Coach U advisory board member and coach Laura Berman-Fortgang says, I specialize in growth, not rescue. Ask for interviews with psychologists who have happily left counseling for coaching. Ask for our Clean Sweep" self-test to see what you need to work on.

CYBERCOACHING A HOT NEW NICHE!

Coaches who coach their clients via e-mail are called cybercoaches. It's a special niche that requires good online and writing skills. Cybercoach Harriett Salinger leads Coach U's Cybercoaching special interest group and has cyberclients in Paris and Australia. Tel: (415) 461-5596, e-mail: HSSCoach@aol.com. Cybercoach Judy Feld is the creator of the Coach U CyberSkills courses and mentor-coaches others in cybercoaching. Tel: (972) 931-5858k, judy@coachnet.com.

COACHING IS THE PERFECT RETIREMENT PROFESSION

Why would you want to be a coach when you retire from another career? Because clients appreciate your wisdom; compensation is excellent at \$100-200 an hour; it's a flexible job you can have for the rest of your life; you're not disconnected from a strong professional community like many other retirees; coaching is intellectually, emotionally and spiritually stimulating; it keeps you young; you're making a significant and positive contribution to society; you have a focus and purpose for your day; you don't have to use a computer or even drive a car if you don't want to - most coaches do their client sessions on the telephone; there are already a lot of people well over the age of 50 who have succeeded at this profession and love their lives now more than ever. Ask for contact numbers of successful coaches in their golden years.

AN INCREDIBLE VARIETY OF COACHING NICHEs

The best coaches seem to specialize in something they know a lot about. There are parent coaches, career coaches, chemotherapy coaches, cop coaches, rock-n-roll band coaches, irresistible attraction coaches, book marketing coaches, wellness coaches, chronic care coaches, money coaches, Generation X coaches, Web coaches, stockbroker coaches, healthcare professional coaches and attorney coaches. Ask for interviews with coaches in the niche you're interested in.

GOT A PROBLEM? DIAL UP THE 'DEAR ABBY' OF THE NET!

Coach U has spawned a fabulous self-help tool called the Top Ten Lists. Check out the web site at <http://www.topten.org> and you'll find hundreds of lists containing rich information, tips and solutions to everyday needs and special problems. For example, the Top 10...Ways To Tell if Someone is Lying To You...Steps to Becoming Irresistibly Attractive...Things To Do When You Have 5 Minutes or Less...Ways to Get Out of Corporate America! Use them with attribution for sidebars.

VIRTUAL UNIVERSITIES, DISTANCE LEARNING, WIRED CAMPUSES

Online education is a growing field/format of teaching. Coach U is the leader in using synch and asynch and just-in-time training approaches. We seem to be becoming the model of how other schools will operate, utilizing the convenience, low-cost and effectiveness of information delivery systems including the telephone, teleconferencing, e-mail, online chat, in-person trainings, printed materials, searchable databases, web-based query, networking, autoresponders, e-mailing lists and expert advisors. Ask for our sidebar on why the virtual classroom is the future of education.

HOW COACHING EMERGED FROM THE DOWNSIZING TREND

Two ways: People who have been laid off and can't find work elsewhere due to their age are becoming self-employed AS coaches. Corporations who are having to lay off folks are turning to coaches for outplacement assistance.

COACHES SHOW CLIENTS HOW TO SIMPLIFY THEIR LIVES

Downshifting. Simply Living. Voluntary simplicity. Whatever you want to call it, a high percentage of coaches have done this successfully with their own lives and are coaching clients to do so, as well.

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