

What Does a Life Coach Do?

If you are thinking about becoming a Life Coach and want to know what does a Life Coach do, then let Empowerment Coach Academy show you what it takes to be a Life Coach. In Part 1, you discover the foundation pieces to being an exceptional Life Coach so you can make an informed decision before investing in Life Coach Training.

Introduction

Does a Life Coach's career attract you? Want to know more? Want to train to become one? Learn all that there is to Life Coaching in this "How to become a Life Coach" E-Course from Empowerment Coach Academy.

The "How to become a Life Coach" E-Course gives you all the answers on how to pave your way to becoming a successful Life Coach, guiding people to happier and more triumphant lives.

Understanding the Concept of Coaching

All coaching is, taking a player where he can't take himself

Bill, McCartney

Life Coaching is not new.

The profession of Life Coaching is not new; it started in the 1980s. Back then it catered more to executives or managers. Now, this profession has developed to cover a lot of areas from helping people choose the right career options to managing difficult personal or professional relationships.

But what is coaching all about?

Coaching involves a professional partnership between a coach and the client. Coaches listen to their client's problems or concerns about what is stopping them from achieving their goals and then provide coaching through which the client determines what steps to take to overcome his or her problems and move ahead.

Coaches do not give advice, nor do they offer therapy. They simply act like a catalyst to help people achieve individual goals using proven systems that work.

Through Life Coaching, people live a better life as they get help in making the right moves, which they are not able to make on their own.

This does not mean that no one can work out things on their own. It rather means the opposite.

Everyone has some limitations, which directly or indirectly affect a number of areas in his or her life or how he or she looks at different situations in life.

These limitations or weaknesses, whether mental, emotional or psychological, create barriers and hold up personal and professional development.

This is when a Life Coach comes in. The process of coaching helps people break those barriers themselves and pave the way to achieving their goals.

A number of people correlate the work of a Life Coach to that of a psychologist. That's not the same.

While a psychologist focuses on analyzing your past actions and getting to the root of the problem, a Life Coach concentrates on helping you to frame the right steps in future to achieve your individual goal.

A psychologist might offer therapy and advice. A Life Coach does not.

A very good analogy is that of a Personal Fitness Trainer.

Consider you are joining a gym. Your fitness trainer will first ask you what you want to achieve. Whether you want to

Lose weight?

Lose fat?

Build muscles?

Build endurance?

Increase stamina?

The trainer will then see where you stand now in relation to your goal. For example, if you want to trim down body fat, you will be asked to take a body fat composition test to measure the current body fat level. You may have to take a fitness test and may be asked about present eating habits. All this is a part of helping you get nearer to your goal.

The fitness trainer will first establish standards for you as to how much fat you intend to lose and over what period of time. It is based on all this that he designs a plan of action for you to reach your goal.

Having done this, they supply you with the required backing and support in the form of constant encouragement and motivation.

There may be many people who look towards reducing weight. But what they lack is the willpower and confidence to keep trying.

The trainer's job is to guide them through the difficult path towards their goal. They have to help the people achieve their goals more quickly and more effectively than if they tried by themselves.

This is what a Life Coach also does for you.

Here's a real life example.

Paulo and Joanna were married and leading a happy life together. Both of them were employed. Paulo was not very content with his job. He was looking for better opportunities, and as it just had to be, he got an offer from an overseas firm. The position was just what he wanted. It was time for him to make a decision.

If he took the job he would be happy career-wise but living separate from Joanna, would their marriage survive? He could not possibly be selfish to ask Joanna to leave her job. And if he let go of the new job offer, he would feel guilty of having given up a great chance. Now this is what we call a jam!

What would you do if you were in Paulo's place? Very difficult to decide, isn't it?

A Life Coach enters a person's life to help them live it better. Every person has problems. It may be a lack of confidence for someone, weak communication skills for another, or a lost career for someone else or even a problem with relationships.

The areas of life a coach can work on are:

- **Confidence and Self-esteem**

- Feel good about yourself
- Have no room for self-doubt
- Get to know new people and be confident
- Speak confidently in front of groups

- **Career**

- Know which job is right for you
- Move on to a better job
- Perform better on the job
- Earn a promotion
- Start your own business

- **Relationships**

- Be a good listener
- Work through problems with your partner
- Sail smoothly through tough times
- Build stronger bonds

- **Communication**

- How to communicate with anyone?
- Talking to strangers
- How to get your point across effectively?

- **Health / losing weight**

- Improve your health
- Reduce stress
- Follow a healthy eating pattern
- Sticking to an exercise plan

- **Dreams and achievement**

- Set firm goals
- Work out what you want from life
- Provide direction and purpose
- Have more fun
- Have more energy and always be ready for more

- **Money/Finance**

- Earn more money
- Save more money
- Work out budgets and follow them

- **Getting what you want in life**

- Becoming more organized
- Getting rid of barriers and negative thinking
- Manage your time more effectively
- Discover your values in life
- Clear the clutter that you are engulfed in
- How to stay focused

It covers almost everything that life is about as you might have noticed. However, at Empowerment Coach Academy, we believe that people spend the most amount of money on Life Coaching when their current issues are stopping them from making money or making more money; as in the case of Paulo.

People seek on Life Coaching when their health issues are keeping them from performing at their highest level in their career or business. Understanding how to position this return on investment is how we train our Life Coaches.

The Role of a Life Coach

Life Coaches don't spoon-feed; they instruct. They are a guide, a medium to finding solutions. They are a motivational figure who coaches a client towards winning ultimate success.

A Life Coach challenges their client, questions and nudges a person forward so that all inner capabilities can be unlocked.

Anytime in life, when you feel that you are moving along in life with no direction, Life Coaching will help you sit back and analyze what went wrong and where you need to make amendments.

Life Coaching in that sense, provides a client with self-awareness, focus and accountability.

A Life Coach is a comrade, a shoulder to cry on, a guide, a philosopher, a parasol on a rainy day, a lifeboat and a cheerleader. He or she helps to make choices, polishes communication skills, and most significantly acts as a route map to finding all that a client wanted in his or her life

A point to remember is a Life Coach does not promise that his or her client will fulfill dreams and achieve whatever he or she wants to.

A Life Coach helps a client:

- understand and analyze what exactly his or her real dream or goal is
- identify inner strengths and potential in achieving the same
- recognize weaknesses that creates obstacles in moving ahead to accomplish goals

With this information, the Life Coach then provides coaching so that the client comes out with the right action plan to get what he wants.

However, at Empowerment Coach Academy, we train our Life Coaches in various Life Coaching Processes; models that purposefully guide clients. Our Life Coaches are given the exact formula to use that GET RESULTS.

How Does Coaching Work?

Life Coaching is a matter of choice which can lead to bettering life skills. Now is when the question arises- how does coaching work?

There are several ways to get Life Coaching started.

- 1-2-1 sessions in person
- 1-2-1 sessions on the telephone
- 1-2-1 sessions using email
- Group coaching sessions in person
- Group coaching through the telephone (teleclass)
- Face-to-Face using Skype

No matter what method is used the approach is the same.

There is no doubt that telephone, email and group sessions will work as effectively as a personal session. Whatever be the medium, all sessions will be equally effective in recognizing the client's aims, difficulties, plans and thoughts, and assign fieldwork that will get him or her going and bring them closer to all that they have always dreamed of achieving.

Fieldwork isn't like the homework you were assigned in school.

It consists of action steps to move you closer toward your goals and dreams.

Most coaches are not successful because they have been trained that the client brings the agenda. This creates a situation where the client never gets results because they don't know what they don't know.

Empowerment Coach Academy trains our Associate Certified Life Coaches in the REFINE coaching system, our Professional Certified Life Coaches in the RESULTS coaching system and our Master Certified Life Coaches with the theory behind the top 10 issues that stop clients from achieving their goals with the system to effectively move them beyond those issues. Our Life Coaches also learn how to conduct Discovery Sessions so they can discover which issue is causing the blockages. Our Life Coaches are then given the specific resources and tools to effectively move the client forward. They have the coaching skills to create a partnership that moves the client forward.

The client calls the coach at a scheduled time each week.

One-on-one Life Coaching

There is no strict pattern to Life Coaching. In fact, a coach will schedule one that is tailor-made for the client.

The basic design consists of:

- A complementary or highly-discounted “Is this for you?” session lasting around 30 minutes
- An over-the-phone or in-person one-hour session to develop the foundation of a coaching strategy
- A preliminary assessment to gauge work and life needs and determine goals
- Continuous, regular coaching sessions over phone or email
- Developing self-awareness, promoting creative thinking and building up practical skills with exercises
- Execution of sessions in full confidentiality
- Quarterly evaluation, and review of strategies for constant backing and to meet new requirements

Coaching sessions are usually scheduled weekly, lasting from a half-hour to an hour. The length and frequency of sessions can vary to suit the client’s purpose and convenience.

Sessions may be focused on one specific goal or challenge that the client is facing, or on a much broader set of personal or professional issues.

At Empowerment Coach Academy, our trained and certified Life Coaches are given the exact Life Coaching Model to follow

that gets results. Our Life Coaches do not have to waste time and money trying to figure out what is going to work. They are given the step-by-step detail and learn how to coach the top 6 profiles that spend the most amount of money on coaching.

Group coaching

The one-to-one coaching programs can be easily applied to group coaching sessions too. This is the most **cost-effective model** for providing coaching throughout an organization.

This section was all about “what is Life Coaching?” and what it involves. Here’s a small exercise to check whether you got the key points down.

HOMEWORK:

Do you want to become a Life Coach? There are a few questions you should answer, and sort out your thoughts and plans before you take the plunge. Here’s how...

1. Write down **WHY** you are thinking of becoming a Life Coach.
2. List the **key skills** that you think are required to be an outstanding Life Coach. Not just a good coach, but an

OUTSTANDING coach. Have you been coached yourself? Have you seen any great coaches in action? If so, what do they do?

3. Have a look over the material in this section again – especially the list that details some of the most popular reasons why people come to a Life Coach – ask yourself – “Without any formal training, could I help people who come to me with this problem? What life experience have I had in this field?” Go down each and give yourself a rating of 1-10, with a 10 being you are an expert and could help this person without any training or further help.