



“Coaching is a way of working with people that leaves them more competent and more fulfilled so that they are more able to contribute to their organizations and find meaning in what they are doing.” – James Flaherty

Dear Friends and Colleagues,

What businessperson doesn't wish for a direct path to the fast track? Such a wish may dance around the daydreams of the young and inexperienced but any seasoned and successful person knows that there are no shortcuts nor magic fairy dust to replace the lessons of time and experience. But, who says that we can't learn from the mistakes and wisdom of others? Today the wisdom of the ages is more reachable than ever. Information is readily available everywhere and an experienced coach can tailor all of it to suit your specific needs. A business coach can be just the guide you need to get you to the proverbial fast track.

The benefits of coaching are countless and surely vary from one experience to another. Some of the most important benefits, though, can be narrowed down to the acronym FAST....

Focus: For success to occur, you must have a vision of what that success looks like. A coach can help you to create that vision. But if vision is a picture of the end result, then focus is the way to get there. Once your vision is clear, a coach will help you to focus on that vision by ensuring that all of your decisions are aligned with it.

Accountability: In his article, “A Strategic Coach,” Barry Zweibel says, *“While a number of insights occur during each call, the real growth and development happens between calls.”* A business coach gives you assignments each week to help you grow and overcome weaknesses. He or she will help to guide you through obstacles to reach your goals and hold you accountable for the promises that you make to yourself.

Self-Awareness: A successful person knows his or her weaknesses and does their best to work around them. There is no victory in ignorance. A coach uses a combination of exercises to assess your greatest strengths as well as identify any weaknesses that may “derail” you from success. Once you are aware of them, your coach will help you to utilize your strengths, and strengthen and / or downplay your weaknesses.

Thought Partner: “By being your confidant and independent sounding board, a coach makes you more aware of your opinions of others and helps you hear what you may be saying to them without realizing it,” says Zwiebel. In fact, a coach is your confidant in all areas and is a great resource to bounce ideas off and to receive objective feedback. With a coach, you always have someone on your side who is vested in your best interest.

There is no secret gate to the fasttrack but a coach can definitely help to steer you in the right direction faster and more effectively than you might otherwise do on your own. A coach takes potential and turns it into substance for ordinary and extraordinary people alike.

Whether you are an entrepreneur, a manager or an executive in your organization, I can help you to devise an action plan and strategy that will close the gap from where you currently are to where you want to be. Call me today to set up an individualized consultation.

Sincerely,
Kathryn Wardle
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