

THOUGHT PARTNERS INTERNATIONAL PROUDLY PRESENTS...

“What I
WISH,
I'd Known”



50 Coaching Mistakes

THOUGHT PARTNERS INTERNATIONAL PROUDLY PRESENTS...

“What I Wish I’d Known”

..... *and*

50 Coaching Mistakes

a special report for active professional coaches worldwide

PLEASE
SHARE!
**Distributable
Free When
100% Intact**

TABLE OF CONTENTS

What I Wish I'd Known, As A Coach...	4
What I Wish I'd Known, As A Business Owner...	8
50 Coaching Mistakes	10
What I Wish I'd Known, On A Personal Note...	23
Attribution And Distribution	26

What I **WISH** I'd Known as a **Coach**

- There is no “arriving” as a coach – there is always more to learn (but waiting to know before starting to work with clients is a big mistake).
- It really works to be straight with clients about where you are in your coaching development and there are lots of people who are happy to work with new coaches who are learning their craft.
- Many experienced coaches welcome contact by ‘newbies’ and are very generous with their support.
- Coaching is powerful, funny and enjoyable!
- You don't have to coach everybody-just those you ‘fit’ with.
- Coaching is better than traditional managing within the corporation.
- To schedule committed “coaching sessions” with buddies from my classes as a substitute for seeking “real” clients.
- How to find a mentor coach who'd really click with me when I didn't really know what I wanted or needed, or how to verbalize that.
- It would be OK to start with group coaching instead of having to have individual clients first.
- How important to my own growth, both as a coach and personally, it was to hire my own mentor coach.
- How comfortable the TeleClass delivery method would become (and how quickly).

“ How
IMPORTANT
to my own **growth**,
both as a coach and
personally, it was to
hire my own mentor
COACH”

- What to say to clients when they want to terminate coaching, especially when they are saying, “I don’t know what the next step is.”
- How important it was to find my own coaching style.
- How to have more confidence in the process of firing a client or letting someone go who isn’t willing to make changes.
- As a new coach, I didn’t have to make myself overly available to my clients’ schedules. Now I coach 3 days a week and if clients want to work with me it’s on those days only.
- Known/understood some of the shifts necessary to be effective as a coach (rather than a trainer or consultant, therapist, etc.), and how the skills are similar, yet different.
- Coaching is not so much about techniques and skills, but about a very specific way to encounter people in their situation.
- I could be very strong and not lose my clients.
- I could start coaching others right away (even for free) and quickly gain confidence that I made a difference in their lives.

**“You don’t need the
BACK STORY
to coach effectively”**

- What I have to offer makes a difference in their lives AND is worth charging money for.
- Coaching people and seeing them have great lives is so richly rewarding regardless of the amount I am charging them.
- All the client needs much of the time is to be ‘heard’.
- The truth is always good news.
- Defining “what a coach is” is best left to “what a coach does for his/her clients” (without the jargon).
- To “just roll with it” in regards to my clients from the very beginning instead of feeling the need to jump in and say “the right thing.”

- It is ok just to be with the client for awhile and say absolutely nothing.
 - Coaching is not what a Drill Sergeant does.
 - The goal is for the client to understand, whether I do or not.
 - People really want to be coached - they just may not realize it!
 - You don't need to know 'the story' to coach effectively.
 - Coaching attracts true leaders who have already gone through, or are going through, their own therapy process.
- “The truth is always GOOD NEWS”**
- The appropriate way to end a session when the time was up.
 - I'd learn to coach the quickest by doing it...not reading about it.
 - I'd learn to coach the quickest by doing it...not talking about it.
 - I'd learn to coach the quickest by doing it...not watching it.
 - I'd learn to coach the quickest by doing it...and occasionally screwing it up.
 - I'd learn to coach the quickest by relaxing and having fun doing it - In other words – JUST DO IT!
 - Profound change can occur for a client in as little as a few minutes.
 - The value of carrying one or two “free” clients on whom I could try new approaches, and get immediate feedback from.
 - I have coached and coached and coached without ever taking a single coaching class. Classes only make me better!
 - How to interrupt with grace.
 - The power of disclosing my own personal bumps and bruises. It quickly builds a trust level that helps me, help them.
 - Sometimes I'm more committed to somebody's life working than they are. My job is not to “save” those who don't want to be “saved.”

- Some people are content with a mediocre life.
- Some people are more committed to their comfort zone than to living an exceptional and extraordinary life.
- Coaching breaks down generation barriers.
- It is REALLY, REALLY not about the coach.
- It is REALLY, REALLY all about your client!
- More about introduction packets. (I agree - they aren't necessary.)
- The importance of assessments in order to have a clearer picture of the client and their needs.
- I had listened in on an experienced coach coaching a real client; not a coach coaching me on becoming a coach.
- You don't have to try every coaching model that comes your way - pick something simple, practice and improve.

“ It is
**REALLY,
REALLY**
all about your
CLIENT! ”

- Coaches are no more a special breed of people than anyone else. It doesn't serve us to think we have or should have all the answers, individually or as a profession.
- Working at ('efforting', concentrating hard, pushing) becoming a coach is counterproductive to the lightness of being and attractiveness that our clients want to find in us. And it spoils the fun of coaching.
- I did not have to specialize so quickly. I mean, how can someone ask you to specialize when you are so new at labelling yourself as a coach (even if you have been doing it the entire time in your life)? You thought you were just doing what you were meant to be doing.
- To frequently preface my coaching comments with, “May I offer you some coaching?” This shapes the client's listening that what you say will not be just another good idea and that the coach is expecting the client to act on the coaching. It also gives the client an opportunity to recommit to the coaching relationship as s/he freely accepts what the coach is about to offer.
- That I REALLY - that means me - don't need 3 certifications and a PhD (in what?) before I can start coaching. I don't have to be perfect or “done” with anything before I can coach. I don't have to earn any right to be a coach. All I have to do is open my ears and start coaching.

What I **WISH** I'd Known as a **Business Owner**

- If I wanted to have a coaching business, I needed to treat it like a business and learn (about marketing, managing, operations, etc.) accordingly.
- How to better price my services.
- How to promote myself better when I first started.
- How to talk to people about coaching in a way that would get them to hire me.
- How to get referrals.
- That getting rigid about what you charge as a new coach slows you down.
- You can charge different clients different amounts.
- What kind of money is available through coaching as a profession. (perhaps I would have started earlier!!)
- How long it would take to become profitable.
- How to convert pro bono to paid clients.
- How my phone bill would grow.
- How to set up the contractual relationship effectively.

- How to deal positively yet directly with a client who “stands me up” for sessions.
- More about how to accept payments for sessions.
- About headsets for phones.
- About business software that keeps my client files organized.
- I would discover clients in the most unexpected places.
- To check out tax situations, finance and ways of setting myself up as a coach earlier.
- How much people like coaching if you don't explain it as coaching.
- How it is not ‘embarrassing’ to ask for work.
- How to set my fees - I started so low I had to build up for a long time after to get to a fair rate (and that affects your clientele who wonder why your rates keep going up – or why they are so low in the first place).
- I would spend more time creating and running a business than I would coaching. (and, yes, I would still have done it, but perhaps differently from the outset).
- How seductive some facilitators can be when talking about building a practice and making 6 figures in their first year. Not everyone goes there, wants to go there or is able to go there right off the bat. Each experience is different.
- There are more ways of generating coaching income than just by one-on-one coaching sessions or working in corporations.
For example, giving Teleclasses, running e-programs, writing e-books, creating multimedia products...
- How important the skill of building networks is. That networks can be virtual as well as “real” and in the future, opportunities will go to those with the biggest networks.
- I didn't have to spend so much money learning to coach. Great coach training can be extremely affordable.
- How having a community of mentor coaches that I could have gone to would have helped me to get started.

“ How it is not
EMBARASSING
to ask for **work** ”

50 Coaching Mistakes

MISTAKE #1

Not sharing your inklings.

- Inklings are what you sense that you can barely feel or put words to.
- Inklings are even more subtle than intuition.
- Most coaches wait too long before sharing inklings because they don't want to be mistaken or needlessly divert the client.
- Get over it. Develop the type of relationship with your client where you can share what you inkle.

MISTAKE #2

Being too “noisy.”

- Some coaches are too loud - not just voice or decibel level, but emotionally needy or consuming or even needing the client to succeed.
- They compete with clients for the available space and energy during the coaching session.
- These coaches experience high client turnover
- The solution is to let clients be the way they are and enjoy them that way, and not use clients to get your validation needs met.

MISTAKE #3

Jumping in too soon with advice.

- This is a major problem with coaches today
- When you “know” you've got the perfect advice for a client and feel the need to interrupt them to share it with them, your advice probably won't be heard properly.
- Remember, clients need to share first (and be heard) before they are open to advice/solutions.
- Ask yourself: “Why I am so eager to jump in with my tips, suggestions, advice, solutions?”

MISTAKE #4**Chasing the client down tunnels.**

- Client presents the coach with many possible avenues to walk down.
- The trick is not to race down the first path the client presents, or that you can see where to go.
- Instead of speaking too soon, wait and listen more until a very powerful place to talk appears.
- You'll know it's the right place, because the client quiets down and begins to look with you, instead of tossing you lots of stuff to look at.

MISTAKE #5**Diagnosing psychological conditions.**

- Coaches are not therapists. As such, coaches don't work with clients in certain areas, called diagnosable psychological conditions.
- Psychological conditions include (among others):
 - Drug addiction
 - Depression
 - Paranoia
 - Schizophrenia
 - Personality disorders

“When clients don't want to **ACHIEVE** something, they will create **diversions**”

MISTAKE #6**Working with the wrong client.**

- You won't be good with every type of client.
- Don't work with clients whom you don't like, who are at a very different place than you are, who don't understand or benefit from what you have to offer, or who are not excited and motivated.
- Don't coach clients who have needs that are beyond your training, expertise, experience or interest.
- Always have coaches to refer these folks to.

MISTAKE #7**Trying to coach the un-coachable**

- Some clients just don't want to change how they do things. We call the clients “un-coachable” because coaching would include the process of growing, developing and evolving oneself.

- They may be very fine people; just not coachable, right now.
- Educate the client on how to be very coachable and give them fair warning before letting them go or referring them to another professional.

MISTAKE #8

Coaching every client the same way.

- While not every coach is or needs to be a chameleon, it is important to customize your approach to fit the needs of each client.
- True, you will maintain your own special style, but utilize the tools, concepts, distinctions, strategies and advice that will most benefit the client.
- Some coaches slip into the trap of “This is me; take it or leave it.” Keep opening yourself up.

MISTAKE #9

Taking responsibility for the client.

- I take full responsibility for the quality of my coaching, but never for the client’s success—that part is up to them.
- Some clients want/need you to lead their lives or solve their problems for them. Protect yourself.
- On the other hand, don’t step back too far - lend a big hand, arrange for extra support for the client facing a big challenge/problem. Do go out of your way to assist. But do so from a place of choice, not obligation or responsibility.

MISTAKE #10

Being linear.

- Linear coaches see life, growth and success as a logical progression from A to B to C to D, etc.
- You know you are linear if you try to impose your order on your clients or think clients have to go through certain steps to reach their goals.

“Learn about
**ATTRACTION,
 SYNCHRONICITY,
 SYNERGY AND
 SERENDIPITY**”

- This approach isn’t very effective in a world that is becoming increasingly chaotic.
- **Tip:** To loosen up, learn about attraction, synchronicity, synergy and serendipity.

MISTAKE #11

Coaching “at” the client.

- Some coaches talk “at” people in general, including clients, instead of dancing easily in a natural, give-and-take, two-way conversation.

- These coaches don't realize this until someone points it out. Periodically, ask your clients if you are talking at them, or if you are able to be with and speak with them.
- Having a mentor coach who can point this out is another good reason to have a mentor coach.

MISTAKE #12

Giving lame advice.

- Some advice is so out-dated, bland, and/or ineffective that it should be embarrassing to the coach.
- The solution is to work with a coach who is hip, progressive and wise enough to learn from similarly-minded colleagues. And to read current magazines and books so that you are current.
- Otherwise, you're in the recycling business.

MISTAKE #13

Being a mouse.

- Eek! Eek! It's one thing to be gentle and patient. It's quite another to be a wimp or mouse.
- Sometimes, it's a personality style or limitation. Other times, the coach lacks confidence or hasn't been trained properly.
- The trick is to have access to the full spectrum of communication styles - from quiet to loud, from patient to challenging, from responsive to initiating.
- Most clients want a coach who isn't afraid.

MISTAKE #14

Waiting to say what you're thinking.

- Most coaches are hesitant to share their inklings/thoughts until they are more certain of what they feel or think, so they wait for evidence or the right language to phrase and share.
- Coaches are also hesitant to offend the client, so they hold back some of the negative reactions they are having.
- Clients deserve to hear your thinking the moment something occurs to you. Share it professionally, but don't withhold it.

MISTAKE #15

Expecting too little from clients.

- You won't know how much the client can actually do until you ask them 3 times to do something far bigger than they brought to you.
- In other words, double/triple the goal and see what type of response you get. Ask again.
- In some cases, don't take 'no' for an answer if you believe the client is up to it, but afraid.
- Remember, these are clients, not kids or friends. You are being paid to expect/ask a lot of them.

MISTAKE #16**Slipping into a parental role.**

- Most clients don't know quite what role to put their coaches in - sports coach? Friend? Parent?
- It's our job to teach our clients how to work with us as a collaborative partner in their life.
- You know you're being parental when:
- Your tone slips into parent-to-child-talk.
- You care more about the client's success than they do.
- You seek to protect the client from life/themselves.
- You see your client as a child/helpless.

MISTAKE #17**Pushing the client too hard.**

- How hard should/can you push a client and still have coaching be about their life and not yours?
- You know you are pushing too hard if:
 - You feel tired at the end of the coaching calls.
 - The client is fighting/resisting your pressure.
 - You are convinced that your way is smartest.
 - You are frustrated by your client's slow pace.
 - You get angry, hot or righteous during the session.
- **Solution?** Talk to the client about it and/or pull back. Let the client lead the coaching for a while.

MISTAKE #18**Needing the client's coaching fee.**

- If you are at the edge financially and can't afford to lose a client's fee, you will not be able to coach clients fully because you cannot afford to.
- The trick is to have 50% more billings that you need for all business and personal expenses— this provides a healthy reserve that gives you room to coach from your heart, not your check book.

“Don't seek credit
for your client's
SUCCESS
needing recognition
is about **you** and
not them”

MISTAKE #19**Blindly accepting the client's goals.**

- Very few clients are crystal clear on their goals at first, so take the time to make sure you (and the client) are clear on the best possible goals instead of defaulting to the first goals presented.
- Go for value-based goals when possible.

- Encourage client to let go of the pipedream goals.
- If there are too many goals, it is likely that the client's personal needs are not being met or that their integrity is weak. (Really.)

MISTAKE #20

Trying too hard.

- In your quest to serve, you may try hard to:
 - Make a difference.
 - Coach properly.
 - Push the client to change/evolve.
 - Keep the client motivated and focused.
- You know you are trying too hard when you feel tired or frustrated and/or the client is resisting.
- If the client is fighting you, ask them why and ask them to direct the coaching for the session.

MISTAKE #21

Not hearing what client is saying.

- At some point during most conversations, people stop listening because they can guess what the person is about to say next.
- The trick is to listen newly to each client, even if you've "heard it before." Fact is, you've never heard this before because every time is different.
- Respect your clients; pay attention. Ask questions, even if you're sure you understand. Seek to learn, not to assume.

MISTAKE #22

Letting the client rattle you.

- Clients will say things to you, about you or your coaching, that may upset or rattle you.
- Don't step over any digs, or 'off' comments.
- Find out what's behind their concern and, at the same time, extend your boundaries to protect yourself.
- Clean, clear and full communication is a part of the agreement between coach and client, and it's up to you to ensure that the client honors this.
- Clients are human and have bad days. Do understand and be patient, but don't step over it.

MISTAKE #23

Laying your Personal O.S. on the client.

- Personal O.S. = Personal Operating System, aka laying your 'trip' on the client.
- What works for you won't necessarily work for, or even be right for, some of your clients.
- The stretch for the coach is to be comfortable - and effective - with clients who think, operate and live from a different set of rules, priorities and assumptions than your own.

MISTAKE #24

Getting sidetracked by diversions.

- When clients don't want to achieve something, solve a problem or face something, they will create diversions (consciously or unconsciously).
- Typical diversions include:
 - Personal or professional crisis
 - A new "much more interesting" goal
 - Sudden interest in you/your life
 - Sudden interest in abstract/conceptual conversations
 - Rat-a-tat talking about themselves/unrelated issues
- **Solution?** Press client to stick with and complete what they set out to achieve or resolve.

MISTAKE #25

Pushing client hard through blocks.

- All clients get stuck; how you (and they) handle this is important.
- I prefer to obliterate the block than to push, pull or convince the client to move through the block.
- In any case, blocks are often there for a very good reason, so help the client fully understand the nature and dynamic of the block instead of stressing the client to push through relentlessly.
- With true understanding and full acceptance, most blocks disappear on their own.

MISTAKE #26

Avoiding difficult/touchy topics.

- Clients hire you for specific work, but it's hard to do great coaching if you cannot include all relevant aspects of a client's life, work/business.
- Rather than avoid sensitive subjects, simply ask the client how much room you have to speak about stuff that they haven't brought up themselves.
- Or, ask directly: "Can we talk about X?"
- If X is important to you, it's probably important to the client as well.

“With true
UNDERSTANDING
and full **acceptance**,
most blocks disappear
on their own”

MISTAKE #27

Not initiating topics of discussion.

- You don't have to limit what gets discussed during a client coaching call strictly by what the client brings up.

- 25-50% of the topics discussed are ones that I brought up, at the beginning/end/during the call.
- Obviously, segue to and from your topics and let the client decline if they aren't interested, but do bring stuff up that you feel is relevant. It's another way to add value and stay ahead of the client.

MISTAKE #28

Talking about yourself too much.

- I feel it is valuable to share stuff about yourself (relevant experience, commiserating stories, illustrative anecdotes, personal challenges in that area, etc.)
- The trick is to keep your sharing short. Any personal story of yours that runs way over 60 seconds is suspect.

MISTAKE #29

Not sharing personal experiences.

- Coaching isn't therapy; you can and are encouraged to share stuff about yourself and relevant life experiences when it will help the client better understand themselves/the situation.
- If you put a limit of 30-60 seconds on your share, you'll probably not go too far.

MISTAKE #30

Holding the client back.

- In an effort to protect the client from failure, stress or pain, the coach sometimes holds back their coaching or suggests the client scale back their goals.
- Tough call, but I prefer to fully inform the client of the possible risks of their large goals and seek permission to be totally upfront as needed and then see how far the client can go.
- The mistake coaches make is to play God or to hold the client down to what the coach could do.

“I ask far more of my
CLIENTS
than they would ask
of **themselves**,
and keep asking”

MISTAKE #31

Using clients to meet emotional needs.

- If you're getting high/really excited about your client's successes, you might be getting your needs met vicariously through their success.
- It's cool to feel great/happy for the client, but if your mood is altered significantly (up or down), you may be getting some of your personal needs met by the client.
- Remember, your coaching is 'over' at the end of each session. The results are a great by-product.

MISTAKE #32**Needing credit for client's successes.**

- Coaches never really know exactly how much their coaching contributes to a client's success.
- I've found it easier to seek/take no credit for my clients' success rather than trying to figure out the difference my coaching has made with a client.
- I used to feel slighted when my clients didn't appreciate or recognize the full value of my role/wisdom, but that was just my stuff.
- Be happy for your client's success; don't seek credit, even if your role was absolutely key.

“How can you teach
COACHING
without **wisdom?**”

MISTAKE #33**Using clichés and jargon.**

- We all use clichés and jargon to some extent, so it's a simply a matter of frequency.
- The problem with personal development jargon is that it confuses one party and/or weakens the discussion because you are hiding behind jargon.
- Use a non-jargony mentor coach to replace jargon with simple words and to replace your clichés with fresher advice.
- Jargon puts people off. Clichés make you sound dumb.

MISTAKE #34**Falling into the “I-am-the-coach; you-are-the-client; listen-to-me” trap.**

- This is a power trip.
- Some clients like/need it, but it's remedial coaching and can create a dependency.
- If the client is that resistant, find out why or work on an easier goal.
- Modern coaching is a collaborative partnership.

MISTAKE #35**Underestimating the client's abilities.**

- My view is that humans operate at 20% of their capacity - creative, intellectual, emotional, spiritual - so there is lots of room/potential!
- I ask far more of my clients than they would ask of themselves and keep asking until they say stop - you never know how much the client can do until you push them far beyond their “limits.”
- Don't play God and ask your clients to do only what you feel they are “ready for.” Bad form.

MISTAKE #36**Expecting too much of the client.**

- How much should/can you expect of a client? If you're not sure, ask the client - they'll tell you!
- I've found that I often would expect my clients to be as quick as I am and to make huge

changes in minutes. I was frustrated, the client stressed.

- Every client has a natural pace that they can handle/sustain. Find out what that is and adjust your coaching expectations accordingly (or find out if the client wants to accelerate that pace as a coaching goal itself).

MISTAKE #37

Teaching concepts without context.

- How can you teach attraction without teaching about personal foundation?
- How can you teach love without teaching acceptance and forgiveness?
- How can you teach success without gratitude?
- How can you teach strategy without vision?
- How can you teach coaching without wisdom?
- Whatever you teach, include the context that gives it meaning.

MISTAKE #38

Ignoring/missing the client's clues.

- Clients will tell you everything you need to know about them and what's most important to them, if you will learn to listen for this instead of coaching so much.
- Clues to listen for:
 - Flip comments - the truth resides behind these.
 - Euphemisms - the truth is the opposite of what's said.
 - Silence - the truth is there; waiting to be articulated.
 - Dissonance - the truth is either one or the other.
- When in doubt, ask the client to keep talking until something gets clear.

MISTAKE #39

Accepting euphemisms as truth.

- Clients sometimes put a positive spin on stuff they may not want to get into with their coach, but it's the coach's job to pick up on this spin and ask the client about it.
- Remember, coaches are in the truth business; anything less, and the value of coaching diminishes.
- If you don't get what your client is saying, speak up and ask them to be speak more clearly. Often, they want you to point this out and draw it out.

MISTAKE #40

Using a patronizing/parental tone.

- Some coaches' tone isn't clear and clean. It carries a charge or weight to it, which gets in the way of clean communication.
- Sometimes, a coach takes a patronizing tone, speaking to clients like children or idiots.
- Is this you? You won't know unless you ask 5 clients and 5 colleagues the question "Is there any trace of patronization or parenting in my tone?"

MISTAKE #41**Using email to discuss touchy subjects.**

- Email is good for routine client service and even for creative discussions.
- But when the client is struggling with something, it's better to pick up the phone and reach out for a real-time talk. Works wonders.

MISTAKE #42**Missing client appointments.**

- It happens, about 1-2% of the time, maximum.
- Any more than that, and take it as sign to do something drastic about your schedule, system, self or clients.

Tips:

- Schedule clients in back-to-back banks of calls.
- Have client call you if you don't call them on time.
- Set up a reminder system do you don't forget.
- Use an alarm clock.

“Be quiet when a client reaches a lull/takes a breath; the **GOOD STUFF** is just about to **surface**”

MISTAKE #43**Being blunt/direct without warmth.**

- Clients are paying for truth, but not for cruelty.
- The truth can hurt, so be sensitive and caring.
- When communicating touchy stuff, keep your tone “charge neutral” (clean, without gooeyness or criticism).
- Feelings matter; truth without compassion is needlessly harsh, and is unprofessional.

MISTAKE #44**Interrupting the client's sharing flow.**

- Many clients create as they speak; let them.
- Even if the client sounds unclear, give them room to talk it through and make sense of it themselves.
- Don't pepper with questions or comments; be there in mind and spirit, but don't interrupt.
- Be quiet even when client reaches lull/takes a breath; the good stuff is just about to surface.
- Don't let your penchant for clarity cause you to interrupt your clients thinking/sharing process.

MISTAKE #45**Peppering the client with questions.**

- Asking questions is an important part of the coaching process.
- You ask questions for two reasons:
 - To get information from the client
 - To help the client to clarify a goal, value, problem, strategy, need, idea, situation or priority.
- The mistake is to ask many different questions without ‘hearing’ what the client has said and responding to that. Peppering is annoying.

MISTAKE #46**Not having the client feel heard.**

- In a quest to coach well, sometimes coaches don’t make sure the client feels heard. They don’t realize that when the client feels heard and understood, that something new opens up for the client, which is a key part of the coaching process.
- Remember, you hearing the client and the client feeling heard are two very different things.
- Find ways to let your client know you both hear their words, feelings, ideas, concerns and dreams - all of it, not just the words.

MISTAKE #47**Correcting the client’s language.**

- In an attempt to helping a client improve what they are trying to say, some coaches force clients to speak the way the coach does and eradicate:
 - Any “negative-sounding” words or terms.
 - Feelings that are not ‘productive and positive.’”
 - Attitudes that aren’t picture perfect.
 - Humanness.
- These coaches are afraid of experiencing the full range of emotions and restrict their client’s freedom to feel the way they do. Unfortunate.

“Coach from your
HEART
not from your
checkbook”

MISTAKE #48**Thinking you should have the answers.**

- Sometimes you’ll have answers to the client’s needs/problems/questions, other times, you won’t.
- Don’t feel pressure to have the answers, unless the client has hired you as an expert in that area.
- If the client is pressuring you inappropriately, ask them to stop, and work with them to find their own answers or refer to someone who does.

MISTAKE #49

Letting clients follow advice blindly.

- Don't let clients follow your advice unless you're sure they've filtered and adapted it to fit for them and their situation.
- Clients follow advice blindly because:
 - They want to please you.
 - They don't want to or cannot think for themselves.
 - They want someone available to blame if they fail.
 - They are stuck in a child/client role.
- If occurring, stop giving advice and ask client to generate their own solutions and strategies.

MISTAKE #50

Being too directive with clients.

- Some coaches are directive; others are non-directive – as a coach, it's your choice where you want to coach along the directive-ness spectrum.
- Best to choose, based on each clients' needs.
- You know you are being too directive if:
 - You are doing most of the talking during the session.
 - The client depends on you for marching orders.
 - You feel like you are managing the client's life.
 - You are not bringing out the wisdom of the client.

What I **WISH** I'd Known on a **Personal Note**

“The uncomfortable
feeling of being
frightfully
GREEN
passes
quickly”

- More about my own beliefs and values.
 - How coaching would change my own life so dramatically (If I knew, I would have done it sooner!).
 - I was ready to offer clients value right away.
 - Coaching is a lot of fun when I use my intuition and check ‘what I know’ at the door.
 - I didn’t need to “know it all” before I worked with my first client.
-
- To establish a relationship based on trust. With trust, the coach can act more powerfully with the client.
 - To listen to my instincts about my abilities i.e. e. you don’t have to be a certain coaching school graduate to be a great coach. My skills, my personality, my life, my education and my desire to continue in all those areas is perfect.
 - What a warm community (of coaches) that is out there.
 - It’s okay to show your vulnerability to clients.
 - Coaching friends does work.

- Classes would slow me down. It's okay to start coaching first and then hone skills.
- I don't have to decide right now if I'm going to do either coaching or therapy for the rest of my life. There are possibilities to do both, each in a separate setting.
- That asking for help produced RESULTS.
- To challenge more AND love more.
- To be more clear about what I personally had to offer the client based on WHO I am.
- Everyone single person who came to me (and still does) comes because of WHO I am. This is enough.
- I wish I'd had more courage to say, "I don't know/feel qualified in that area, let me refer to someone who does."
- Someone saying 'no' to my services does not equate to a judgement of my worth.
- How perfect I am, the way I am – Had I known, I would have lightened up on myself when I started studying.
- Where to go to find a coach for myself.
- How important it is to grant yourself permission to play full-out.
- The present moment contains all the resources you need.
- I needed to LEAD - not always follow.
- I needed to continue being coached myself.
- That my life would just get better and better.
- Not everyone would be as excited as I am about coaching.
- If I am afraid of telling the truth, then it is about me and not about the client.
- How much fun group coaching is.
- Coaching would keep me YOUNG.
- The importance of "what" questions!

“I needed to
LEAD
not always
follow”

- I could appreciate the importance of coaching without being so very serious about it.
- I don't have to be just like (or try to measure up to) my own coach.
- However much it's said early on and throughout training, I wish I had known that the best possible coach I could be was to be fully me. I don't know why that lesson doesn't always get across, but it took me several months to get it.
- About all of the wonderful resources that are out there. The communities and local groups as well as Teleclasses that I could have joined to feel more connected.
- The uncomfortable feeling of being frightfully green passes quickly - it's like jumping into slightly cool water that gets more comfortable in no time – no need to stand on the diving board dreading it.
- I'm not going to damage my clients or my identity as a coach by making mistakes (assuming I'm grounded in my integrity and ethics). Mistakes are my best teachers, and I discover they feel more like friendly guidance than like a trip behind the woodshed - I didn't have to be afraid of them.

**“MISTAKES
are my best teachers”**

