



WHY you hire a coach?

SUCCESS is all about evaluating the changing landscape and making adjustments and fine tuning to either prevent or respond to problems and challenges and embrace opportunity.

NETWORK MASTERY is about tenure at life and being able to pull lessons from life's successes and failures.

NEARLY EVERY top-level athlete in the world uses a coach; they observe, judge and guide; they have the ability to give you confidence in yourself where before it might have been lacking. They suggest to you in extraordinary inarticulate fashion, what you want to do yourself.

TEACHERS see their role as helping their students prepare to make their way in life without them; a coach can be along for the duration of your journey offering an independent viewpoint on your endeavors.

NO MATTER HOW WELL prepared people are in their formative years, few are capable of maintaining their best performance on their own. A coach has the ability to step aside and see an individual at work through a different pair of glasses which provides external non-partial evaluation.

A COACH'S JOB is to hold their student's attention and get them to grasp and apply concepts. Coaches know how to breakdown performance into critical components; details that create success.

EXPERTISE, as often defined, requires going from unconscious incompetence to conscious incompetence to conscious competence and finally to unconscious competence. A coach provides the outside eyes and ears, and makes you aware of where you are falling short.

GOOD COACHING fosters effective innovation and judgment and not just the replication of technique, rather it helps others to 'think'.

WE CARE ABOUT RESULTS in sports so we enlist coaches. If we cared half as much about the results in developing people in business and education we might deem it unimaginable to do without it.

Partial excerpts from Atul Gawande, Contributor

[The New Yorker](#)

Where are you in your Journey?