



Why are There More Coaches than Consultants

Have you noticed in recent years the explosion of coaches? Coaches for every conceivable need. Life coach, fitness coach, business coach, training coach, family coach, wellness coach, finance coach, sales coach.

And how fewer consultants there are, and how the word consultant has often become the butt of a joke aimed at the unemployed?

See if you fall prey to this social phenomenon. What is a coach? If you were to go out and get your coaching certificate (some can be had with a single day's class attendance), you would be told that a coach never advises. No, a coach asks questions, continues to listen and ask more probing and guiding questions. A coach is not a coach when they start giving advice. Their mission is to help you extract the genius within you so you can more fully execute on your behalf, whatever that goal or challenge may be.

So, you're paying someone to make you feel better about yourself. To get your internal goings-on in synch with your external life. Now that may be tremendous. And you may spend say an entire year in such a coaching relationship, maybe longer. Your business is improving, your fitness is improving, your kids love you. And you pat yourself and maybe your coach too. Why not?

But is your ego getting in the way of maybe having reached the same results faster and at less expense? And how much more success might have you gained if you had the humility to listen and learn, without all the coddling? To do so from someone who is not so much an expert in "coaching" but rather world class in what it is YOU want to achieve?

If I'm going to learn tennis, I'm going to hire a coach, using the old school definition. My tennis coach will ask me a few questions for sure, he may even ask how I feel about certain things. But once he's decided to take me on as a client you can bet the directions, the guiding the consulting, will start in earnest. He very well might have me doing things to my serve that feel awful. At first. He may challenge my rush to volley strategy, forcing a rethink of the best use of my talents, or pushing me to build on previously underdeveloped talents which will overcome weaknesses identified.

You can bet your last dollar that the only tennis coach I'm going to hire is one who is or has played the game exceedingly well. And I could not care less about his coaching degree.

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