

Increase Your Coaching Income with More and Better Sessions

When one of the most highly skilled coaches we know told us he didn't have enough money in his bank account to cover the lunch he just ate, we couldn't believe it. And we discovered that he was not alone.

The International Coach Federation defines professional coaching as an "ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations." Some coaches have learned to work so fast in a desire to offer immediate first-aid to a client, that they neglect to properly plan for the ongoing and income-producing work of commitment and accountability. They get rapid results, but they don't have money for lunch. They have short-changed their client's long-term development, but they may have jeopardized the most vital element of effective coaching -- their ongoing professional relationship!

Wait until you hear how easily he turned his business around. Here's what happened:

He realized that an objective long-term plan for his clients was the only way to deliver real quality coaching to them and the smartest way to increase his own value and subsequent income. The question was this: How could he provide that long-term planning without losing his special touch as a coach?

His answer was to include thoroughly researched and highly validated client assessments at the beginning of his coaching relationships. And did it ever work! It did not happen overnight. It was a gradual process, conducted in an extraordinarily ethical way, that introduced both a behavioral profile and an explanation of motivation to the planning of optimal performance. Within a few weeks, he was able to increase the value of his coaching by an objective measure and extend the coaching relationship by as much as six months at a time. Clients began to have deeper and more immediate insights and reported their results to their friends. Referrals began to come in like they never had before.

The last time we saw our friend, he was giving us a mini-seminar on the joys of coaching over a gourmet meal--a meal that he paid for. We wish we could see him more often, and we have to wait in line--he is a very busy coach.

Since we make our living modeling the exemplary behavior of successful people, our friend certainly had our attention. We carefully studied the structure of his business so that others - like you - could learn fast how to get the same extraordinary results. But that was only a first step.

Our friend had convinced us of the value of combining good assessments and good coaching. What had taken him months to discover was where to find a reliable source for nationally-normed assessments. By the greatest of fortune, we already knew just such a source: Ed Muzio at Group Harmonics, Inc. We met Ed at a time when we were running the training and development department at a high-tech consortium and delivering executive and team coaching solutions to groups of engineers. Ed was an engineer from Intel who made the transition to his own company--an organization devoted to providing the most respected assessments in the country. Within a few years, Ed was a nationally-recognized expert on individual testing and has just completed his collaborative effort to write a book about workplace success.

The Coincidence of a Great Coaching Model and A Reliable Assessment Service Was No Accident

Our experience as corporate coaches, behavioral modelers, and trainers allowed us to deliberately create a performance-based skills training for using assessments to build a vibrant ethically-based coaching program. That program is now available as The Baseline Analyst Certification Program.

This certification is designed for coaches -- both beginning and advanced -- who want to improve their professional skill set and to add reliable assessments to boost the value they provide to their clients and their own practice. Candidates for the training must have graduated from a training program for coaches and desire to add assessments to their current toolbox.

Here are the certification program components:

- Seven instructional audio CDs
- Easy-to-follow assessment-based coaching maps
- A printed workbook of materials, assessment descriptions and readout guides
- A copy of Four Secrets to Liking Your Work by Muzio, Fisher, and Thomas
- Two assessments for the coach (Behavior and Motivation--includes readback)
- Two assessments for clients (Behavior and Motivation--coach gives readbacks)
- Review and approval of coaching plans for your clients (via email or telephone)
- Review of client coaching sessions and results of performance examination (telephone)
- Certificate suitable for framing
- The right to sell and administer approved assessments
- Listing on the website as a Certified Baseline Analyst
- Discounts on future assessments

This practice-growing program will be available by the middle of April, 2008. This certification includes two years' membership listing in our coaching client referral network and participation in the Like Work Again Coalition. If you would like a program application or have any questions about the certification, please submit a request using the form at www.likeworkagain.com/beacoach.

We hope you will join us as we improve working by enhancing coaching.

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Members of the Like Work Again Coalition