

## 7 Reasons You Need a Coach

Thinking of getting a personal coach? Here are 7 reasons why getting a coach is the best idea you've had in a long time.

### **1. Your coach will provide an outside perspective.**

There are many reasons an outside perspective can help you succeed in business or in your personal life. Most importantly, a coach is going to be objective. Their #1 goal is for you to be successful, which means they will tell you the truth. When others around you hold back, either for selfish ambitions or to spare your feelings, your coach will lay everything on the line for you. Your coach can also provide fresh ideas and new solutions you may not have tried. Our emotions might cloud our judgment or make it hard for us to see the big picture. Your coach can clear your vision and help you make unbiased, well-informed decisions in your business or personal life.

### **2. Your coach will provide accountability.**

Procrastination, making excuses, avoiding conflict, and laziness are all plagues that can stunt personal and professional growth. Your coach will hold you accountable for results, which will help you stay on track to reach your goals. Most people are not self-disciplined enough to avoid distractions when working toward a goal. If they were, there would be no need for personal trainers, AA, or churches. People generally need others to help them be accountable for their actions. It is difficult to slack off when you have to face that conference every week. Don't sweat it, though. Your coach will also provide you tips and motivation to help you get through the rough times.

### **3. Your coach will provide a unique conversation.**

Your coach is unlike any other person in your life. When problems arise in your business or personal life, you might seek a confidante to listen to your concerns, like a family member, friend, or clergy member. The problem, however, is that these people probably cannot provide expert advice on how to handle difficulties. If you seek professional consulting, they might help you solve the problem, but are not interested in listening while you let off steam or share your emotions. Your coach can do both. Your coach will provide a unique conversation in which you can share fears, emotions, and problems, while simultaneously give you professional advice on how to tackle difficult issues in your business or personal life. Your coach will maintain confidentiality when a friend may not. You also will have a personal relationship with your coach, as opposed to a nameless consulting firm. These advantages make a personal coach a must in your pursuits.

### **4. Your coach will provide you the foresight to avoid common pitfalls.**

If you had the opportunity to learn all the mistakes other businesses have made and avoid those mistakes, would you take it? Of course, you would. The good news is, you can! Your coach can help you see those common mistakes based on previous experience with other clients. Your coach can also help you avoid those mistakes by providing direction. Think of your coach as your personal compass on the road to success.

### **5. Your coach will provide motivation.**

While cheesy posters and inspirational calendars might be cheaper, they are way less effective than a real person. Your coach can provide you the motivation you need to achieve your goals. If you are self-motivated, congratulations! If you're like the overwhelming majority, however, you will need some outside help. Your coach can be that outside help.

### **6. Your coach will provide tangible results.**

When you hire someone for a job, you expect results. You want to see how hiring that person has increased your success, whether monetarily or in another way. The great thing about your personal coach is that they can give you those results. You should be able to see specifically how your coach has helped you reach goals and achieve results. A baseball player will evaluate his hitting instructor by the effect on his batting average. Just like in sports, good coaching translates to visible and measurable results. Your coach's job depends on your success, so you know you will get the best help.

### **7. You're doing some things right!**

When seeking growth in business or in life, you are probably already doing some things right. However, if you're not experiencing the results you want, you may not realize how many things you are doing well. Your coach can help you build on your current successes and help you reach the next level. By recognizing your accomplishments, your coach can provide the encouragement you need to take that next step.

If you are debating the idea of a coach, the best thing you can do is to talk to others who have had personal coaching. You are sure to hear how it helped them become more productive and more successful. Growing your business can be somewhat of a puzzle, and a personal coach could be the missing piece.