

Are You Ready for a Coach?

Tim W. Hrastar



A bad economy creates difficult times for most of us, but can also create opportunity too—as long as you look on the positive side and take planned and constructive steps to change what’s needed about your business, career, and your life. Since this economy has turned so sour in the last couple of years I have noticed more and more professionals transitioning in ways they never expected in order to survive and live comfortably. People are looking for jobs, changing jobs—when jobs are available—and even changing careers. Change can be a good thing. Many times we are dragged into a new situation very reluctantly and find that it has good consequences in the long term. At the same time we are uncomfortable with little or no change in our lives—the status quo can become very stale, very quickly.

As a professional, change should be your norm. You need to continually grow in order to become better at what you do—more valuable to your clients and colleagues—this all involves change. This requires a self-education plan to keep up and move ahead. One way to accelerate this process is through the engagement of a professional coach who can guide you through the process. Engaging a coach should be viewed as an investment in you, not an expense on your P&L statement. A good coach provides honest feedback, encouragement, objective opinions, and a sounding board for your business and career moves. But remember, a coach does not have all the answers—they can be an excellent catalyst, but can’t do it for you. Like everything in life, the more you put into it, the more you will get out of it.

A good coach is one who will hold you to your commitment by making you accountable for your progress. Establishing objectives, goals, and expectations at the beginning of the engagement is extremely important. If it can’t be measured, it won’t be accomplished. This brings us to one of the most important ingredients to a successful coaching arrangement, and that is a firm

commitment on the part of person being coached. A person must be ready for the commitment, otherwise the relationship won’t be successful, and it will more than likely fail. If you seek coaching it doesn’t mean you are inadequate, it actually means the opposite, it means you are ready to make the commitment to move to the next level—move toward success. Sometimes cost is a factor, but as mentioned coaching is actually an investment, not an expense; and the sooner you look at it that way the sooner you’ll be on your way to achieving success—and the money that goes along with it. The lack of time to make the commitment is an excuse that is very common. Nothing great was ever achieved without expending effort, and that means making a commitment of time to achieve what is needed is paramount to a successful coaching engagement.

If you want positive change to occur you need to make the commitment—hire a coach today and improve your business and your income.

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