

10 Things In Your Life That Change The Instant You Hire A Coach

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A Publication of:



In studying the most passionate and impactful people on the planet there is a tie that binds: they know that in order to achieve their full potential they must not act alone.

Depending on your life experiences the word “coach” can take on many meanings. For most, there is an athletic connotation to this word that conjures up images of emotional embraces after an athlete wins a gold medal or the Super Bowl. For others, the word “coach” equates to moments of clarity after a life-coaching session.

We feel that a coach’s role is to artfully point out our blind spots that are getting in the way of us achieving our potential so that we can build a strategic plan to overcome any skill and/or execution gaps that exist. Regardless of how you see a coach impacting your life, we felt it was important to provide context and accountability around what should happen in your life the moment you hire a masterful coach.

This book is a summary of our findings in running one of the most driven and well-positioned Business Coaching businesses on the planet. We hope you enjoy and think of us as a resource as you pursue your passions.



THE INSTANT YOU HIRE A COACH:

*You Recognize The
Greatness Inside of
You!*



THE INSTANT YOU HIRE A COACH

You Recognize The Greatness Inside of You!

Through discovery questions a masterful coach will help you recognize the greatness that exists inside of you. By using thought-provoking and purposeful questions, your coach will help you uncover specific instances in your life when your super powers were visible and unmistakable. Your unique abilities shine at very specific moments throughout your life and sometimes, simply because of the way our brains are wired, we tend to “stack” and place more weight in moments where we did not perform at an optimum level. A truly masterful coach does not operate in gray areas and, furthermore, they do not allow their clients to do so either. You know you have a great coach when you (and your brain) spend more time thinking about how you can use your innate super powers to change the world as opposed to dwelling on a few moments in your life when things didn't go as you imagined. A true coach will stand up for your greatness and so should you! **How would your life be impacted if you were constantly aware of your greatness and consistently exuding that energy?**

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THE INSTANT YOU HIRE A COACH:

*You Enhance Your
Social Circle!*

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You Enhance Your Social Circle

When you hire a masterful coach you are instantly plugged into a world of positive, motivated and resourceful people who agree that they can go further faster simply by working with a team that supports them. Often times the answers to our issues is not a “what”, but rather a “who”. A coach will help you program your brain to remember that successful people leave breadcrumbs that can be duplicated. Have a problem? Think to yourself: *What other human has been through the same circumstance and prevailed?* Then, go find that person or read their book! A coach who dedicates their life to helping the people around them to achieve their goals is the connector you need to ensure that you stay on your path to greatness! **How would your personal and professional life change if you were plugged into a massive network of coachable people around the world?**



THE INSTANT YOU HIRE A COACH:

*You Know What To
Do Next!*



THE INSTANT YOU HIRE A COACH

You Know What To Do Next

A masterful coach has the fundamental belief that you intrinsically know what to do next and that there might be some clutter or noise in your life that needs to be sorted through in order to create the space for you to see your next steps clearly. After stepping you through a process of identifying your big, hairy, audacious goal(s) your coach will step you through an equally important process of identifying what your goals are NOT. Often we inherit debris or shrapnel from the goals of those around us and we lose perspective on our own mission. Your coach will strip away anything and everything that is tripping you up and will get you focused on the most important activities that will lead to your desired result. These results will be evidence that you and your coach are on the path to achieving your goal. **Who is missing from your inner circle of advisors that would have an immediate impact on you achieving your goal?**



THE INSTANT YOU HIRE A COACH:

*You See The World
For What It Can Be!*



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You See The World For What It Can Be!

Your masterful coach will not only help you identify blind spots, but also they will provide a real time reflection of all of your unique traits and super powers. This is not trickery nor flattery. Rather, it is a systematic process of building the skill of stacking positive accomplishments on top of each other. As driven entrepreneurs our brains tend to be wired to focus on our weakest areas rather than our most successful ones. A truly masterful coach recognizes that in order to coach the business or the athlete that they must coach the entire person. In building awareness of how you are uniquely qualified to change the world your coach will help you see all of the possibilities in the world that are waiting for you to step up and seize them. **How would your life be impacted if your view of what is possible increased by 10 times?**



THE INSTANT YOU HIRE A COACH:

You Have A Plan!

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You Have A Plan!

Some people confuse the purpose of coaching to be a “wave the magic wand” solution where all of the client’s issues automatically disappear. Masterful coaches, however, instantly help identify the client’s goal and then they reverse engineer a plan to mitigate the risk of the client missing the target. When you have a masterful coach you have a plan that details what you need to be doing at this very moment in order to be able to achieve your objective. **How could you benefit from increasing the level of clarity you have on what you need to be doing this second in order to accomplish your goal?**



THE INSTANT YOU HIRE A COACH:

*You Make Decisions
Based Upon Your
Financials!*

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You Make Decisions Based Upon Your Financials!

Financial statements are the language of business and the quickest way to tell the health of a business. Masterful coaches understand that they must constantly be checking in on these “vital signs” of the business in order to be able to protect the business’ health and legacy. Sometimes, as clients, we will bring a list of items to discuss during our coaching sessions and it is the job of our coach to ensure we are not ignoring potential signs of business failure. Through working with your coach you will master dissecting your income statement and balance sheet so that you can feel confident in the current health of your business. **If a stranger looked at your business financials today, what type of story would they be reading?**



THE INSTANT YOU HIRE A COACH:

*Your Blind Spots
Come Into Focus!*

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Your Blind Spots Come Into Focus!

The instant you hire a coach they will bring a level of curiosity into your life and business that will require you to take a fresh look at your patterns, beliefs and perspectives. In exploring your results, how you think and how you perform, your coaching partnership will start to uncover areas that you have either accidentally or purposefully neglected. We call these “blind spots”. Once a blind spot is identified you and your coach will determine if these blind spots are impacting your ability to achieve your goal. If so, a plan will immediately be put into place to eliminate the blindspot and get you on a more efficient path towards achieving your goal. **How often are you identifying your blind spots?**



THE INSTANT YOU HIRE A COACH:

*You Have Access To
A Crystal Ball!*



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You Have Access to a Crystal Ball!

A masterful coach understands the methodologies discussed in the best selling book *The ONE Thing*. In the book, the authors, Gary Keller and Jay Papasan introduce a technique called “Goal Setting To The Now” whereby a participant looks at where they want to be at a specific point in time and backs into what they need to be doing at this very moment in order to be on pace to achieve their goal. A masterful coach will bring tested and proven models and systems into your coaching relationship like this one documented by Gary and Jay. Often we are so focused on visualizing what our ideal outcome looks like that we overlook the important step of breaking the goal down into bite-sized pieces so that we know how to act appropriately in the moment in order to achieve our long term goals. **On a scale of 0-10 how confident are you that the actions you are taking today will lead to achieving the vision you have for you future?**



THE INSTANT YOU HIRE A COACH:

*You Become A
Knowledge Seeker!*

THE INSTANT YOU HIRE A COACH

You Have Access to a Crystal Ball!

Many people perceive that a coach simply tells their clients what to do. By definition that is training or consulting. Masterful coaches have a fundamental belief that the client is resourceful and whole and is capable of finding solutions to their issues. Through engaging in conversations with their coaches around what is possible, clients inevitably become obsessed with knowing and understanding the world around them. By breaking cycles of negative or anxious thought, coaching clients begin to realize the real power that exists inside of them. **What would change in your life if you woke up everyday seeking to learn something new?**

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THE INSTANT YOU HIRE A COACH:

*You Feel The Power
Of Accountability!*

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You Feel The Power of Accountability!

Masterful coaches bring a new level of awareness to how your actions either take you one step closer to or farther from achieving your goals. This awareness comes after you and your coach spend time uncovering and solidifying what it is that makes you tick. Identifying what makes you get up and fight each day. What makes it all worth it. Armed with the power of clarity around the “Big Why”, your coach will engineer ways to create accountability around the micro-habits that will lead to your goal. While accountability takes on different forms in each sacred coaching relationship, the one thing that remains consistent is the feeling of positive pressure that your masterful coach will layer into your relationship. Each day you will feel excitement to accomplish the commitment you made you your coach (and yourself) during your previous session. The initial “productive pressure” that your coach provides gives you the energy and focus you need to build new skills and habits. Over time you will find that you learn how to build increased levels of accountability into your life, schedule and key relationships.



THE INSTANT YOU HIRE A COACH:

*You Recognize That
No One Succeeds
Alone!*

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You Recognize That No One Succeeds Alone!

At the end of your first session with your masterful coach you will breathe a sigh of relief knowing that you no longer have to do it alone. Business, life and relationships can be difficult in the best of circumstances. Once you experience the power of a bond with a coach who joins you arm-in-arm on the path towards achieving your goal you will begin to seek out masterful coaches in all aspects of your life. Some coaches will come into your life for a season or two and some will stay for the long haul. Regardless of how long the coaching engagements in your life last you will have built a long lasting habit of recognizing that when you are off track and hitting a ton of obstacles the solution lies in forming a new relationship. **If you were to hire a masterful coach today, what area of your personal or professional life would you want to address first?**

**UNSURE OF WHAT
YOUR NEXT MOVE
IS?**

LETS TALK ABOUT COACHING



Thank you for taking the time to read our e-book. We are on a mission to change the world and we hope you join us on our journey. Our fundamental belief is that when we help small, medium and large business owners gain clarity into their businesses it will lead to increased profitability. The increased profitability will lead to business owners becoming more invested in their local communities and over time that influence and attention will cross the globe and change the world. Who do you know that would benefit from more clarity in their business? We would appreciate the introduction.

Yours,

The MAPS Business Coaching Community

MAPSbusinesscoaching.com

“ *Business under the best of circumstances is hard. Who is your coach?* ”

Abe Shreve, President MAPS Business Coaching

“Everyone needs a coach. It doesn't matter whether you're a basketball player, a tennis player, a gymnast or a bridge player.”

-Bill Gates

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