

Going the distance in 2012

In his coaching series for CAM practitioners dedicated to “The difference that makes the difference”, NLP Coach Mark Shields, Director of the Life Practice Group, explains the Twelfth Practitioner Proficiency: “Tele-Coaching” – a new opportunity for 2012.

Well here we are again, standing on the threshold of a new year. Christmas and New Year celebrations seem like an age ago and we’re back to it. A year ahead of us and, if we were honest, there’s an element of nerves and anxiety about what the year holds for us as practitioners

Some of you will have your list of goals and objectives for 2012, while others will have a list of new initiatives and things to do differently in 2012.

This month’s article will add to that list and give you an extra string to your bow to ensure 2012 is a success for you and your practice.

Tele-Coaching

I have successfully coached clients over the telephone for many years now and have encouraged other practitioners to add it to their services. Many practitioners often react against it, but I’d ask you to look at it very objectively and give it a try. You will see immediately – like many who have gone before you – how effective Tele-Coaching can be, and how it enables you to remove all geographical and logistical boundaries to working with clients.

Well-being Coaches in full demand in 2011

The current economic worries and the dramatic increase in stress levels means that many more people are seeking new and different ways to manage and deal with stress, often seeking advice and help in the alternative medicine field.

Many Well-being Coaches I know and work with saw their practices double in size in 2011.

As a complementary and alternative medicine practitioner, a huge part of the job is education and motivation – coaching, in other words. You may not think of yourself primarily as a well-being, wellness or health coach, but it is a style of practice that is becoming increasingly in demand.

In this coaching speciality, the methods and strategies are changing fast; if we can change with the demand and ensure we offer



the most appropriate coaching strategies and solutions for our clients, then our businesses will flourish. This may also take you into areas that are a challenge for you professionally.

Latest studies showed the list of well-being coaching strategies still changing rapidly, but currently including:

- Traditional face to face coaching
- Coaching over the telephone
- Webinars (live coaching seminars via the internet)
- Computer-based coaching
- Cognitive Behavioural Therapy done directly online (a good example of this is www.liveyourlifetothefull.com)
- Podcasts

The most common, after face to face coaching, is tele-coaching – and some estimates say that 90% of all coaching sessions are now conducted over the telephone.

Before we delve any further we need to re-examine the main ingredients needed in an effective coaching relationship and some of the “must haves” that ensure the success of that relationship.

Both the coach and the client need to feel they can work well together so trust is of vital importance. Also it is important the two get along together, so respect and rapport are important ingredients.

Here are the facts...

Over 90% of successful coaching is conducted over the telephone and here

are the reasons why.

1. Clients are not limited by logistics. They can choose the best coach from anywhere in the world and can focus on how well they can get their needs met, without geographical limitations.

2. Neither client nor coach is distracted by physical appearances of each other or the surroundings where you would meet.

3. Normally telephone coaching costs less – on average is 60% cheaper than face to face sessions.

4. Telephone coaching is very relaxing and convenient. Both client and practitioner can take part in a session at

convenient times and without the hassle and time expenditure of travelling.

5. Often people can feel nervous or anxious in a coaching session; however, most people are much more comfortable and confident on the telephone.

6. Telephone coaching is done in complete privacy. Nobody knows what you are doing. You are simply on the telephone. To some, privacy is of utmost importance. Clients can enjoy the session without the fear of anyone watching or listening.

How long is a telephone coaching session?

A typical telephone session should last no less than 30 minutes and no more than 60 minutes. This caters for the average attention span. Anything beyond this could become laborious and lose its power and effect. (Face to Face sessions tend to take longer than this.)

Try something new for 2011 and make it easier to attract a new set of long-distance clients.

Good luck and Happy New Year! 🍀



About the author

Mark Shields, life coach, author, Media expert and motivational speaker, is managing director of Life Practice UK, specialists in Personal and Business Coaching. Contact: 01462 451473, info@lifeppractice.co.uk, www.lifeppractice.co.uk