



With the demand for life style and wellbeing coaching growing and communication methods getting more sophisticated are you utilising your best options when employing the services of a coach?

## Are you getting the best out of your coach?

Mark Shields Investigates

There are many different forms of coaching nowadays and more and more people are pursuing a career as a full time professional personal coach.

They can range from personal fitness trainers, Psychotherapists, Life Coaches, Sports Coaches, Fashion Coaches (Stylists) and many more. This article looks mainly at Lifestyle coaching as this type of coaching is rapidly on the increase.

As life seems to get tougher many more of us are employing the services of a professional coach. Whether it is to help coach our attitude and performance or simply get our priorities in order physically or mentally. The success stories are growing daily.

Nowadays whatever magazine you pick up or paper you read will tell of the success of someone seeking the services of a professional coach.

So how does this affect channel islanders and do they have the scope of choice they need?

This combined with the developing array of coaching services available spurs me into action to look at these different offerings in more depth and decide are they all as good as each other and most importantly do they help the client get to where they need to go?

In the world of coaching today, simple choices include Face to Face Coaching, Tele Coaching (coaching over the telephone) Webinars (Live coaching seminars via the internet), or Computer Based Coaching, the latest being Cognitive Behavioural Therapy done directly online such as [www.liveyourlifetothefull.com](http://www.liveyourlifetothefull.com)

The most common of these are face to face coaching or Tele-Coaching, coaching conducted from a distance.

This means wherever you live you have you have the freedom to choose any coach you want to work with in the world, assuming you have SKYPE of course and a good broadband connection.

I think 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" to ensure the success of that relationship.

Both the coach and the coachee 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 of this relationship.

When I first appraised the differences between telephone and face to face coaching I would have opted for face to face coaching anytime. However now following experience and research my view is completely different.

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**Here are the facts....**

Over 90% of successful coaching is conducted over the telephone and here are the reasons why.

1. You are not limited by logistics. You can choose the best coach for you from anywhere in the world so you can focus on how well they meet your needs without geographical limitations.
2. Neither you or your coach will be distracted by physical appearances of each other or the surroundings where you would meet.
3. Normally telephone coaching costs less and on average is 60% less than face to face sessions.
4. Telephone coaching is very relaxing and convenient. You are able to partake in your session from any location that you wish without the hassle and delays of travelling.
5. Often people can feel nervous or anxious in a coaching session; however it is proven 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. You will be able to enjoy the session without the fear of anyone watching or listening.

**How Long Should a Telephone Coaching Session Last?**

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

**When would Telephone Coaching not be effective?**

It goes without saying telephone coaching wouldn't work with the actual coaching of a set skill perhaps in the Gym, as live observation would be vital. A golden rule always to remember is whenever live observation is required the first part of call would always be live face to face coaching.

You can successfully mix the two, an example of this may be sessions are conducted over the telephone, with a live assessment being conducted face to face at the end.

**And finally....**

As we advance into the millennium years lifestyle coaching seems to be becoming more popular and in demand than ever before.

There are more people needing help and guidance, and in turn more people are turning to life coaching as a career to meet the demands of the increasing masses.

I am sure every one of these individuals would have their own view on what is the most effective form of coaching however I think as a coach it is important to be able to meet the demands and needs of your ever changing client base.

All this is good news for Channel Islanders as they have the luxury of choosing face to face coaching on the island or Tele coaching with their choice of coach world wide.

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