

Why Seasoned Coaches?

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Because that is who I love working with.

Using the words "experienced coaches" is too nebulous. This is because many coaches claim they have been coaches all of their lives - thus they think they are experienced. I think this notion is bunk.

Most coaches are novices. Most don't have a clue about business.

Don't get me wrong, this is not a bad thing. We all have to start somewhere.

Through training most coaches get their feet wet. They learn new skills for communicating and being with people. Many recognize patterns from their past professional experiences and awaken to a new level of learning and understanding of those experience.

They spend the next few years building their practice, they start to get experience. This is in my mind when they become experienced. Its not the credential, the certificate, or the school, it is the amount of time spent with clients and in business.

Seasoned coaches fall under the realm of experienced coaches. Some have been coaching for dozen+ years without "official" coach training. Seasoned coaches applies to coaches who really have been at this for a while, in practice, in training, and in life experience.

Seasoned coaches are looking not for the nuts and bolts of starting a coaching business but rather:

- to discover deeper meaning of their work
- to go beyond the training
- to connect with what this coaching thing is really all about.
- to look toward the bigger games
- to further coaching in the world
- to make their own work fun again
- to engage at a deeper level with their clients, themselves, and their community
- to deepen their understanding
- to refine and play in their business
- to evolve