



J. FORSTER & ASSOCIATES  
"Focusing on the Human Capital of your Business"

## **Want to Win... Find a Coach!**

As we anticipate 2010 and witness history unfolding in Beijing, we know it has taken more than personal determination and skills for each world-class competitor to win the privilege to compete in the Olympics. Whether participating as individuals or as a member of a team, athletes have coaches to help them maximize their performance.

Winning is seldom measured in meters or minutes, more often it is recorded in hundredths of a centimeter or second. A gold medal may not be awarded to the "favorite," because a competitor has good and bad days, but a skilled coach can help an athlete turn mind into focused matter – and the results can have record-breaking results. Many professionals and corporations see the same benefit and hire coaching support.

It may seem elitist or trendy with stars and entertainers like Oprah hiring coaches to help them meet and maintain personal goals. You may not turn to a coach for dieting or for an exercise regime, but if you find your career and your life are firmly stuck and you lack the insight for moving forward a career or professional coach is a great resource.

Many of us may think we know ourselves very well. Perhaps on some level we do. But we may not know what's holding us back or what's keeping us from leaving comfortable employment for something that will allow us to be truly happy or more financially rewarded. It's common knowledge that the seeds to our success are within each of us, so why don't people negotiate or change their circumstances for the better, more often? Why do some of us need to lose a job to become provoked to change a career? Why do others "miss" the success bar no matter how many career changes they make?

A trip to a therapist may be beneficial if history is keeping us from progression, but for those who are willing to let the past go and still they cannot find the momentum they need to press forward, a good coach can help with that process. Coaching is not therapy. It's just what the word says. The participant answers some questions posed by a coach about the goals, objectives or ambitions that are yet to be met, and then through self-examination, honest reflection and action plans, the participant determines how to get over hurdles, turn mountains into molehills and to strengthen resolve that will bring them success.

The process has homework. It requires consistency, may have brief setbacks, but if the coach and the participant communicate clearly, and the participant is determined to act, and not ruminate, life shifts from one performance level to another toward hopes and

dreams. Fears are overcome, obstacles cease being insurmountable and success is witnessed because it's planned for and measured.

Coaching isn't trendy – even premiers, prime ministers and presidents have teams of consultants. Coaching isn't too expensive if measured against a professional stall that keeps us from going back to school, selling a business we hate, hiring more capable staff, or leaving employment and venturing out into entrepreneurship. Coaching is a sensible alternative to frustrating sales team meetings that don't get results or strategic planning that's never implemented.

Check it out, find out if your competitors are using coaching, do some reading about successful business practices and ask around to see what coaches are quietly making a difference in your industry or region. Your success may only be a coach call away.

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