

## Frequently Asked Questions About Coaching

### What is coaching?

Coaching is a powerful partnership that maximizes human potential. I like Philippe Rosinki's definition of coaching as "the art of facilitating the unleashing of people's potential to reach meaningful, important objectives." Coaching helps you focus and realize your visions and goals. With a Professional Coach, you will get tools and support to remove obstacles and facilitate change – building on the resources and strengths you already have! An effective coach doesn't tell you what to do, but facilitates your *own* personal discovery.

### What are some reasons people hire a coach?

- to plan a career move
- to make their present job more fulfilling
- to identify and act on life priorities
- to increase leadership effectiveness
- to work more effectively with a team to improve results
- to make life more meaningful or joyful
- to get organized or clear
- to create more balance
- to focus their energy to create or finish a project
- to start a business
- to get motivated
- to grow their income

### How is coaching done?

Individual coaching is often done by telephone or skype, but can also be done in person. Sessions typically last 30, 45 or 60 minutes and take place weekly to monthly. To create profound changes in your life, I ask for a minimum three-month commitment to start.

### Is coaching therapy?

No, coaching is not therapy. You will find that coaching focuses on strategic planning and personal growth and doesn't work on healing emotional trauma. Coaches sometimes refer

clients to other professionals for issues that are better suited to a clinical therapeutic relationship – but seeing a therapist or having a mental health diagnosis doesn't necessarily mean you can't benefit from coaching! According to Kathy Benham and Susan Fox, therapy and coaching differ in two ways:

### *Primary Function:*

- **The primary function of therapy** is to create a context in which *healing* may take place. Therapy assumes that symptoms or behavioral patterns need to be fixed – that something in the client needs to be healed.
- **The primary function of coaching** is to create a context in which *life and performance enhancement* may take place. Coaching assumes that the client is already high functioning and capable of taking consistent action towards realizing their goals. Clients with a psychiatric diagnosis can benefit from coaching if they demonstrate the ability to make ongoing progress toward their coaching goals while actively managing any symptoms.

### *Time Frame:*

- Therapy tends to work *in the past* to promote emotional healing or resolve psychological pain, or in the present to reduce symptoms or destructive patterns.
- Coaching works in the critical gap *between the present and the envisioned future*. In coaching, history is viewed as the map that brought the client to the present.

## What is a typical coaching session like?

The hallmark of coaching is self-responsibility. As the client, you usually set the agenda. From me, you can expect powerful and clarifying questions, feedback about what I'm noticing, invitations to stretch your thinking, challenges to beliefs or behaviors that aren't serving your best self, actions to move you forward, and accountability. I'll have high expectations of you and also respect your boundaries, be open to feedback, praise you and cheer you on!

## What's different about the way you coach?

I use my mind, emotions and intuition in coaching. I hold a strong, safe, fully accepting space for you, and I fiercely stand for your true, best self and wild possibilities to emerge! I want you to

have more clarity, brilliance, excellence, peace of mind and joy. My training and personal values are rooted in the following guiding principles:

- **Wholeness** – people are already whole *and* moving towards a greater degree of wholeness.
- **Diversity** – people are unique and diverse in many ways. My awareness of your full identity, experience, histories, styles, and preferences allows new levels of self-knowledge, clarity and alignment to emerge in you.
- **Resourcefulness** – people are experts in their own lives. Eliciting the wisdom you already possess, but might have forgotten, activates your creativity and inspires you to action.
- **Possibility for Transformation** – much more is possible than any one person can imagine at any one moment. The relationship between you and me as client and coach helps us *both* grow!

## What does it cost to hire a coach?

The standard package includes: (1) a 90-minute discovery session that sets us up for success, (2) the [PRINT assessment](#) and debrief, and (3) two 45-minute coaching sessions per month. Fees vary depending on the modality (phone, in-person, location) and funding source (personal, non-profit, corporate). Longer or more frequent sessions increase the fee.

Your coaching fee is an investment in yourself that pays big dividends! If you're like most people, money is available for the things you *really* want or need. If you're cautious about spending money and making intelligent choices, make sure you:

- **Hire the right coach.** Find the coach whose specialties and style best match your needs.
- **Set a 90-day goal** during your first session. Make sure it's something meaningful and worth accomplishing that you'd be happy to pay for.
- **Make the most of your coaching time.** Tell your coach what results you want so I can support you in making them happen.

## How do I get started?

Super easy! Call me at (505) 980-3320 or email me at [susana@susanarinderle.com](mailto:susana@susanarinderle.com) to arrange a sample coaching session, and we'll talk about whether coaching is right for you, and current pricing. If the chemistry is right, and you decide you want to move on to the next step, we'll schedule your discovery session. You'll then receive your "Welcome to Coaching" packet via email. Thanks for considering coaching as an investment in your excellence and happiness, and for considering me as your partner on that journey!