

REINVENTION • OPPORTUNITY • FUTURE OF WORK • RECIPE FOR CHANGE

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REIMAGINING *Coaching*

How our profession is
pivoting



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REIMAGINING *Coaching*

In what ways are you reimagining your coaching business? In what ways does our industry need reinvention? What part of your business is not serving you? What do you have to deconstruct in order to pivot to what is needed? What are the indicators that reinvention is needed?

How do you know? Join us as we explore this exciting topic.

NO MORE RAZZLE DAZZLE

Why razzmatazz just won't cut it anymore

By Irene Anderson, CTACC

There is a great song from the play/film *Chicago* called "Razzle Dazzle 'em." It speaks to a way of getting your point across; making an impact; standing out from the crowd. From a marketing point of view, this may be what we have been told or learned as coaches that works to get the attention of potential clients. A way of explaining your impact as a coach. The approach may vary from having a "schtick" – a special color that brands you or a certain "fun" program that promises to wake your client up and make them change in 30 days or less.

It may be free webinars, programs or workbooks that try to deliver on a promise. A promise to deliver results or to drive change. Razzmatazz just does not work anymore. In fact, I would argue, it never did. You know the coaches I mean, who draw big crowds and are almost evangelical in their delivery. Do doubt they are great at the Razzle Dazzle – but what proven results do they get? Do you walk away with something practical you can apply right now? That's what clients want.

We are in a brand-new reality – the workplace and work as we knew it has changed, and changed significantly, not just be-

cause we are living through a global pandemic, but because we also have two distinct and different generations who dominate the world of work. They are Boomers and Millennials, and they speak different languages. With that, the world of coaching has changed or needs to change to keep up with these new realities.

How has the workplace changed? Does your approach to coaching need to change with it? You bet! Let's be clear on one thing: people have not changed but our circumstances have, and those changes will impact behaviors. Some questions to ask yourself as you move forward into this new reality:

IS FACE-TO-FACE COACHING A THING OF THE PAST?

Some will say yes, but the method is different. We have tools such as Zoom and others that make connection easier. But is it? Distance learning has always been with us – you never saw your teacher, you were sent a textbook and workbooks, had a check-in once in a while and completed an exam at the end, all completely faceless. Is that where we are headed? Let's hope not.

Perhaps a hybrid version of several techniques is now in order. There are new rules for these new tools, not yet completely "hammered out." Is seeing your instructor/coach/consultant/participant important? For some, not seeing a face is a deal-breaker. As coaches, we need to be mindful of what our clients want in their experience with us in the new reality. Has this impacted your way of doing business or did nothing change? If nothing changed and you lost business as a result – some new and imaginative solutions may be in order.

How do I re-invent what I do and how do I get my message across to get new clients?

Personally, I had to take a hard look at my website to understand what expectations the client was looking to me to deliver. Currently, my site shows pictures of people in live workshops having a great time, sitting together, working side by side learning. Wow!

That does not reflect the current reality at all. Time for a change. People come to me expecting a FUN and interactive experience, which if we were face to face, I can deliver on no problem and still teach/coach some valuable communication skills. This is challenging to do in an online experience; not impossible, but not the same.

In all cases now, I tell clients who are booking workshops that I am not an entertainer; I am a coach facilitator. It pays off to set client expectations before you commit to the project and before you sign the contract. As I contemplate re-inventing what I deliver on, I am dealing with a clientele who are working in challenging times – money is tight and getting to the crux of the issue is critical.

Your website and marketing plan must fit this new reality.

DUMP WHAT IS NOT WORKING!

There is little sense in creating in-person content/courses/coaching. That reflects the 'old' way of doing and being. We are now working with people who are mostly working from home, hybrid working (sometimes going into the work-

place) and people who have dumped the traditional work experience to either be solopreneurs, consultants or just plain quit because of burnout.

In some cases, we are working with folks who are dealing with major mental health issues as a result of isolation and lack of human connection. Re-invention is knowing what works for you as a coach, what you are comfortable with – and what your clients are looking for in areas of growth.

WHAT DO PEOPLE NEED?

Do we need to re-invent ourselves as coaches? Does the face of coaching have to change? I started off by saying Razzmatazz no longer works – rah rah is out and insightful listening and understanding are definitely in. They always should have been.

Leaders out there are looking for ways to help them understand how to deal with staff in this new reality. In many cases they are dealing with scattered staff who have never met each other, never worked together, and may be learning a new job. How do they engage a team that is so disjointed? How do they deal with employees who are working from home and have issues at home? How do they deliver on results that have not changed in a completely changed landscape? I'm not sure where I got this quote, but it resonated: "You cannot build a solid foundation on old bricks."

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Here are some of the areas we need to work on with our clients:

1. How to leverage connections and build rapport in a virtual world – or simply how to keep and nurture connections in our new reality.
2. How to create new communities or 'tribes' in the new workplace. This is where type and temperament programs can help first for people to understand themselves and understand others. That way they have a new language to work with in a new workplace.
3. How to understand the different ways of communication and not to assume intentions.
4. How to get people to work together toward a common goal.
5. How to minimize fear that being coached is a sign of weakness or something that can be used against you. BUILD TRUST!

When I mentioned earlier that people have not changed – in one way, they have. Employees now have more power to decide where, how and when they work. They have learned to stand up for themselves, and as coaches we need to help them keep and grow this newfound power in a positive way. We are all navigating uncharted territory – be a trail blazer. •