



COACHING

THE BUSINESS COACH

CORPORATE COACH Q&A

By Dr Michael Heah
ICF Master Certified Coach
<http://mikeheah.blogspot.com>

All questions and coaching enquiries may be emailed to: mikeheah@corporate-coach.com or call 03-6205 4488.

STARTING OFF WELL IN THE COACHING BUSINESS

Q A year from now, I want to quit being an employee to become an executive coach. The coaching business really excites me as it resonates with my values and fuels my passion to be a good and successful coach. Now, I am spending quite a bit of time reading and researching about it, including investing in taking up a coaching programme. Although I am excited about it, I want to make sure I have taken all the right steps to become one. What advice do you have for me? - **Coaching Novice**

A Success in the coaching business is a combination of good personal values and professional competencies. From the way you described yourself, you are on the right track to becoming one. You are doing the right thing to be calm and collected to comb through all the crucial areas for success, without missing any important ones out.

THE BOTTOM LINE

Among the right things to do is to spend some time talking to people from this business, while you do your own research to test your assumptions on what it takes to be successful in your coaching business. Once you have the basics right, set an inspiring vision for

your coaching service like "doubling up the success and fulfillment of leaders". This will definitely be more inspiring than a conventional business statement like "offering executive coaching services". Once this is done, set your business goals realistically, so that you do not underachieve nor make it impossible to achieve. Then, work out your strategies on how you can deliver your services in the most effective and unique way to achieve your vision. Finally, take note that having an ambition is not enough. You need to build your perseverance and resilience to face the good and bad times well. With these in the

- What do you need to watch out for?
- Who do you want to share your vision with?

BRINGING PSYCHOTHERAPY INTO THE CORPORATE WORLD

Q I feel worn out being a psychotherapist after almost 20 years. I am also tired of this profession because I am at a phase where I feel most of the cases are somewhat similar and treating the patients is a mechanical routine now. This is preventing me from giving the "human" touch to them, and robbing me the sense of fulfillment in my work. I am

A There is always a place for everyone to do anything, as long as one is prepared to adapt to the requirements of the situation. In your case, I reckon you will fit in well here because as a psychotherapist you can also help executives deal with issues relating to their work in the business world. Now is the time to examine your values to know whether you are willing to do a makeover in your career.

THE BOTTOM LINE

Here are two ways that can set you thinking on how to find a fit for psychotherapy in the corporate world. One is helping executives to gain deeper insights on building better relationships with people, and the other is helping them on strengthening their characters and personalities for improved communication and collaborative skills. You should now be able to think of other ways as well.

POWERFUL QUESTIONS

- What are your successes in psychotherapy?
- How can your success be replicated in the corporate world?
- What do people say about you as compared with your competitors?
- How can you leverage on your uniqueness?



right places, you will surely be on the right track to success. So see you at the top, soon!

POWERFUL QUESTIONS

- What will inspire you in your coaching business?
- What do you want to build on from where you are now?

seriously thinking of making a switch to corporate coaching. However, some friends told me it would be difficult to succeed in this field as there is no "crackpot" to "repair" in the corporate world and neither do I have the skills or experience to groom professionals into "corporate superstars". What is your view on this? Can I fit into the corporate world? - **Square Peg**

Come and experience real coaching at our Coaching Camp on Oct 24-25 in Port Dickson. We also offer ICF-based coaching programmes monthly. Call 03-62054488 or visit www.corporate-coachacademy.com for details. Read the "Stories That Coach" blog at www.mikeheah.com