

## Why Coaching Excites Me

As an achievement-driven coach, I particularly enjoy seeing people tap into and manifest their potential. When they do this they act from their own personal power, in congruence with their core values and their life purpose and, in doing so, make a tremendous difference on this planet.

I dream of a world of people living at their potential. Imagine being surrounded by people who recognise their own strengths and weaknesses, are willing and able to connect with others who have complimentary capabilities and are able to work through conflict as it arises, as it must where any two people are actively engaged in creating what matters to them. While perhaps fantasy, I am inspired to contribute to this dream every day with every person I work with.

As a management consultant and trainer over the last 20 years, I have been expected to address problems, advise recommended options to fix the problem and teach new

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### Abstract

*A personal account of what excites and motivates Stephen to be a coach - people manifesting their potential and finding their own solutions and insight.*

### Keywords

Coaching, empowerment, executive coaching, insight, leadership coaching, solution-orientation

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*Coach and coachee working together*

tools, skills, approaches and facts that enable a new solution to be implemented. All these methods have their place and I will continue to use them. However, I am particularly excited about the transformational impact of coaching.

For example, one of my clients wanted a job and through coaching, shifted his thinking from 'find a job so there is money on the table' to 'I want to be a sensational leader' and seeking a job that would enable that growth opportunity. Within two weeks he had found, been interviewed for and hired into a job that offered the environment he needed to step fully into his leadership goal. The role was a major stretch over past roles, and offered all the opportunities he had opened up to and chosen to grow into. We were both excited by his success and his subsequent coaching process focused on him being successful as a leader in this new role.

Unlike consulting and teaching, coaching shifts from advice-giving to eliciting the coachee's own solutions through probing questions that assist the client engage their own thinking processes. Coaching works to the client's own agenda, addresses what matters to and will benefit them, and enables them to gain their own insights. As coach, I facilitate the process, provide a safe environment for the coachee to explore new insights and to consider and adopt stretch goals, and then hold the coachee accountable for enacting the actions they freely chose to do. The process allows the coachee opportunity to reflect on their patterns of behaviour, habits and

beliefs that may impede their authentic self-expression and opens the window of possibility, inspiring new heights that the coachee may have never considered possible. Coaching empowers because the agenda and commitments made come from the coachee, and the coachee is entirely responsible for implementation.

The process of participating in turning on the light of insight, engaging the self-belief muscle and observing the magnificence of the individual being expressed is a phenomenal and humbling experience. These experiences, one person and one moment at a time, creates a society of people living life to their full potential and that is what excites me about coaching.

Do you aspire to creating greater things with your life? Do you dismiss the possibility of greatness, holding belief systems that suggest failure before you start? Do you know what your life purpose is? Do you know how to make your life meaningful to yourself? Have you got ideas to express and lack the forum and safety to explore them? Do you want something better for yourself and for those you love? Would you appreciate the unbiased, objective support of a neutral outsider to facilitate your process of realising your dreams and ambitions? Would you like a positive hand extended that comes with authentic feedback on what you are doing well on? If there is a yes for any of these questions, coaching may be for you. I would love to see you and work with you on creating what really matters to you, even if you do not know what that is at this point.

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