

“A good coach can change a game. A great coach can change a life.” – John Wooden

The Importance of Coaching

One of the best decisions I ever made was to invest in professional coaching. Since I began to receive coaching, it has been a shot in the arm for me. I have seen a significant increase in the growth of my firm since I hired a coach. In fact, because of that growth, I have doubled down and now have two different business coaches (one is a lawyer, and one is a non-lawyer) who I speak with regularly. Here are some things to keep in mind if coaching interests you:

It is an investment. Coaching is not cheap, but like with most things in life, you get what you pay for. I have found that my investment in coaching, as with any good investment, compounds over time. It is an investment in not only money, but also time. Receiving coaching 1 or 2 times may help, but I believe consistent, long-term coaching really moves the needle. It is to me, a true long-game, instead of a quick win. For me setting aside time for regular coaching calls has been a great investment. I find the more I invest my time and money, the more I get out of professional coaching.

The right mindset. I believe coaching can be good for anyone, but that it can be particularly effective if you have a growth mindset and want to be pushed. If you desire to grow and advance professionally, then the right coach can help tremendously. Coaching also requires you to step out of your comfort zone. If you embrace the idea that true growth only comes from doing things outside of your comfort zone, then coaching can be a great lever.

Alignment. If a coach is really good, that does not mean the coach will be really good for you. Factors such as personality and philosophy are important because if you and the coach are not on the same page with these things, then it may not be a great fit. I spoke with a few different coaches and hired only those who I felt greater affinity to, and alignment with.

Accountability. A good coach will see more potential in you than you see in yourself. Coaching creates accountability. It is easy to put things off and wait until tomorrow to get something done. But a coach can motivate and nudge you to do things that you on your own may not otherwise get done. You must do the work or else all the coaching in the world will not be of any help to you.

Inspiration. I consider my coaching calls to be mini-mastermind sessions where the coach and I put our heads together and brainstorm ideas. It is through these calls that great ideas and inspiration are born. After all, you can only get so much inspiration and creativity on your own. When you bounce ideas off of a good coach who knows you and where you are trying to go, truly great things can happen.

If you have any questions or comments on the topic of coaching, I encourage you to email me at cearley@chrisearley.com because I would love to hear from you.