

# Coaching Matters

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I promise there are valuable messages in this post – bear with the first couple of paragraphs, ok?

It is after midnight on Wednesday. I'm sitting at my kitchen table writing this blog post in part, because I can't sleep. It is rare that I can't sleep when I choose to. Tonight (well, this morning) it is because I am kinda sick. Sick enough that I am home, rather than being in a hotel bed in a Marriott hotel in Baltimore, Maryland.

If I hadn't decided in the big picture I was too sick (I hate that word, and admitting it) to travel and possibly get others sick, I'd be in Baltimore to be with two of my coaches over the next two days. I'd be with a peer group of entrepreneurs, learning from them and with them from my coaches. I'd learn about building my business, new marketing techniques and creating the mindsets and habits to move more rapidly towards my goals.

I'll miss the input of my coaches, the learning, the inspiration and the tough questions. I'll be able to capture some of the learning and insights in other ways, but , because I'll be in Indianapolis and not Baltimore, some things will be forever lost.

While I'm confident I've made the right decision to stay home for many reasons, I feel a sense of loss. That sense of loss comes from my understanding of the value of coaching. I know that without coaches in my life (both formal and informal) I wouldn't have progressed as far as I have. And I know clearly that without coaches, my future wouldn't be as bright as it is.

Here are some absolute truths about coaching:

- One of the fastest ways to become better at anything is with the help of a skilled coach.
- One of the similarities of all high achievers in any area of life is that they have coaches.
- The best coaches help us become our best – stretching us beyond what we thought possible.
- The best coaches help us use our strengths and our weaknesses to reach our goals.
- If you are serious about achieving at higher levels – as a leader or in any area of your life – you must consider coaching.

I'll miss some coaching over the next couple of days, and I yet as I am thinking about what I'm missing I am sharpening my awareness of the value and importance of it.

### **And We Are All Coaches**

I'm hoping the previous paragraphs invite you to think about the coaching you receive, or perhaps need to receive. But as leaders we need to recognize that we can do all of these things for others too – because *as leaders we have the great opportunity to be coaches* of others – to help them find and unleash their potential, reach their goals and more.