



Colorado
Charter Chapter

Taking Entrepreneurs to the Next Level

By Elisa Canova
Member, ICF Colorado

Entrepreneurs are driven, passionate, and want to succeed - but can they see when they are getting in their own way?

Self-awareness is a critical skill for successful leaders, yet in the fast paced world of entrepreneurship it can feel tough if not impossible to carve out the time to clearly see the impact our choices have on ourselves and those around us. World renowned executive coach Marshall Goldsmith highlighted the importance of self-awareness in his 2010 article in the Harvard Business Review, calling it the "one key trait" of a great leader.



High performers often have a sense that they could be better in some way, that changes could be made that would have a significant impact, but it can feel daunting to add more to an overflowing plate. However, ignoring the critical component of self-knowledge bears a heavy cost as it can be the lynch pin that separates those who survive from those who truly thrive.

Coaching offers the opportunity for entrepreneurs to have a supportive professional facilitate the process of self-awareness and help translate new perspectives into demonstrable results. What is currently hidden from view is revealed, and with that comes the opportunity to make different moves that simply were not available previously. A coach can help a client get clear on what they want, what's missing, and how to remove what's in the way so that goals can be reached.

Investing in coaching is simply that - an investment not only of money but also of time. In a nutshell, coaching is about learning and while that doesn't happen overnight it can be expedient and focused. The process will be challenging and confronting at times, but through new insights, actions, and practices coaching clients can create ways of being that are truly transformative. A coaching relationship allows entrepreneurs to create and reach goals that align with their values and views of success, and to bring what was once viewed as impossible into the realm of the possible.

©2015 Elisa Canova



Elisa Canova is the founder of Artemis Coaching and works with clients on a global basis who are successful, intentional, driven, thoughtful, and have a sense that something more is available, that there is a gap between who they are and who they want to be. Her clients set the bar high and she works with them to not only set it higher but to expand their horizons so that what seemed impossible becomes possible. Elisa brings a 15-year study of human potential and is passionate about facilitating transformation so that her clients achieve extraordinary results and attain peak performance. She guides her clients to be the best versions of themselves in the areas that matter most to them, and generates outcomes that are sustainable.

Areas of specialty include:

- overwhelm, being maxed out, stress
- leadership transition: strategies for success

ecanova@artemiscoach.com | 303.246.5995

ICF Colorado

www.icfcolorado.org

info@icfcolorado.org