

Coaching Customs

Every profession has distinct ways of operating, and coaching is no different. Described below are the emerging customs of the Professional Coach. Not every coach follows every custom, but most coaches have experimented with most of these standards, procedures, policies and ways of doing business. Some are business-oriented customs, others reflect who the coach is and how they profoundly affect others. If you enjoy a custom, please write and let us add it to this list, so that all coaches and clients can benefit. Now, onto the list.

WE WORK WEEKLY

Professional Coaches work weekly, or more, with our clients. We believe an ongoing, nurturing and developing relationship works best for the client and coach and encourage all clients to see us regularly. We offer four sessions per month.

WE GIFT COACHING TO CLIENTS

Professional Coaches work with up to 5 special clients who need the coach's services, yet cannot pay full fare. We are in business, yet recognize helping others is a way to show our gratitude.

THE CLIENT'S NEEDS COME FIRST

Professional Coaches place people with the coach who can help that person the most. We don't keep clients we cannot do a great job for.

WE SHARE OUR COMMUNITY

Professional Coaches are a resource for our clients and we do our best to put our clients in touch with people in our community for mutual benefit.

WE ARE PAID IN ADVANCE

Professional Coaches are paid monthly, in advance, for individual coaching. We don't bill for each session.

WE HAVE OUR OWN COACH

Professional Coaches always have a coach of their own. We believe that to be a developing coach, one must have a coach.

WE WALK OUR TALK

Professional Coaches walk their talk. We maintain high (over 90 scores) on Clean Sweep and related programs. We ask our clients to grow as we do.

WE MAINTAIN A FULL PRACTICE

Professional Coaches maintain a practice that is 50% greater than needed to pay business and personal expenses. We believe in maintaining a healthy reserve so that we can give straight, empowering advice.

COACHING, NOT THERAPY

Professional Coaches work only with clients who can use us well. We are not therapists, parents, caretakers or

financial planners. We refer clients to the best available professionals for their psychological, health and financial concerns. We help clients reach goals.

WE LIVE A BALANCED LIFE

Professional Coaches are models for their clients. We live a great life!

WE ARE COMPLETELY CONFIDENTIAL

Professional Coaches don't talk about their clients to anyone. We protect everything our clients tell us.

WE HAVE A NATIONAL PRACTICE

Many clients work with us on the telephone - from next door, across the state and around the country. Generally, clients use the coach's 800 number.

WE KNOW MANY OTHER COACHES

We've gotten to know at least 20 other coaches for mutual support, cross referring and professional development. Some coaches are members of the National Association of Professional Coaches, Inc.

WE ARE ON A PATH OF MASTERY

We understand that the technology of coaching is growing rapidly and we keep ourselves continuously growing personally and professionally. Some of us are preparing to be Certified Professional Coaches.

WE HAVE MONEY IN THE BANK

Professional Coaches maintain an Emergency Savings Account of at least \$10,000 so that no money concern gets in the way of our coaching of clients.

WE ARE AVAILABLE

We recognize how important the relationship we have with our clients, and strive to keep ourselves emotionally, physically, mentally and spiritually available so we can assist our clients fully.

WE PROTECT RELATIONSHIPS

Coaches compliment the work of other professionals. We do not knowingly interfere with other professional relationships the client has. If a client is changing coaches, all parties are in full communication.

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