

# Key Coaching Principles

1. **SYNERGY CAUSES BETTER RESULTS, MUCH MORE EASILY**  
COACHING IS SYNERGISTIC THROUGH ITS COLLABORATE NATURE BETWEEN COACH AND CLIENT
2. **WHEN PEOPLE ARE FULLY HEARD AND UNDERSTOOD, THEY MOVE FORWARD INSTANTLY**  
WITHOUT THIS, PEOPLE GENERALLY SLOW DOWN OR EVEN STOP IN LIFE
3. **ANY SITUATION CAN BE OPTIMIZED, TURNED AROUND OR IMPROVED**  
AND WITH A COACH IT CAN HAPPEN MUCH MORE QUICKLY
4. **FEWER PROBLEMS OCCUR WHEN ONE HAS A STRONG PERSONAL FOUNDATION**  
RISING ABOVE THE MUCK OF LIFE IS JOB #1 IN COACHING
5. **SOMETIMES THE CLIENT HAS THE ANSWER; SOMETIMES THE COACH DOES**  
IT REALLY DOESN'T MATTER WHERE THE ANSWERS COME FROM
6. **ONE CAN HAVE A PERFECT LIFE**  
DON'T MOCK IT UNTIL YOU'VE TRIED IT – PERFECT LIFE PROGRAM
7. **WE HUMANS OPERATE AT 1%, OR LESS, OF OUR POTENTIAL**  
COACHING INCREASES THIS PERCENTAGE
8. **SUCCESS IS A BASIC HUMAN RIGHT**  
SUCCESS HAS NOTHING TO DO WITH DESERVEDNESS, PRIVILEGE OR BACKGROUND
9. **WHEN THE CLIENT PROPERLY DEFINES SUCCESS FOR HIM/HERSELF, COACHING ACCELERATES**  
THIS KNOWLEDGE NATURALLY POSITIONS THE CLIENT TO BE MORE SUCCESSFUL WITH LESS EFFORT
10. **MOST PEOPLE DON'T KNOW WHAT THEY TRULY WANT**  
A COACH CAN HELP CLIENTS DISCOVER WHAT THEY TRULY WANT — IT'S A FAIRLY SIMPLE PROCESS
11. **WHAT ONE PUTS UP WITH, COSTS ONE DEARLY**  
TOLERATIONS CONSUME ENERGY, RESOURCES AND THE HUMAN SPIRIT
12. **WE ARE ALL PICASSOS-IN-TRAINING**  
THE WORLD IS WAITING FOR EVERYONE TO DISCOVER, EXPRESS AND SHARE THEIR CREATIVITY

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