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# Coaching

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# Coaching for Success

RICHARD ROLFE

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# Chapter 1 Coaching?

Life can be challenging. We are often faced with challenges at work, challenges in our relationships, challenges with our children and challenges with our self-confidence. Many of these challenges are accepted as part of life but sometimes with so much “noise” we can find it difficult to solve the problems that are being presented to us even when the solution is staring us in our face.

Coaching is the process by which a trusted third party helps us remove the **noise**, focus on the problems and devise our own solutions. Coaching is *not* therapy, counselling or mentoring. Coaching is *not* having someone interfere or offer unworkable solutions. In fact Coaching’s first rule is that the person being coached (the coachee) is an **intelligent** person who has all the skills to solve their problem and has already analysed it many times but has not yet formulated a solution.

Of course this sounds a little “flaky”, you may ask:

- a) if they are intelligent why haven’t they solved the problem already?
- b) why doesn’t the coach just tell them the answer?
- c) I have become successful because **I solve my own problems**, I’m *driven!* I don’t need an expensive consultant helping me; this is a sign of weakness!

These are great questions so let me deal with them one at a time over the next few pages.