

## What is a Coach?

This passage is taken from “Awaken the Giant Within” by Anthony Robbins (p237). All reference to the word “I” relates to Anthony Robbins

For years, people asked me what I did exactly.....One day, I finally got it. *I'm a coach," I thought.* What is a coach? To me, a coach is a person who is your friend, someone who really cares about you. A coach is committed to helping you be the best you can be. A coach will challenge you, not let you off the hook. Coaches have knowledge and experience because they've been there before. They aren't any better than the people they are coaching (this took away my need to have to be perfect for the people I was “teaching”). In fact, the people they coach may have natural abilities superior to their own. But because coaches have concentrated their power in a particular area, they can teach you one or two distinctions that can immediately transform your performance in a matter of moments.

Sometimes coaches can teach you new information, new strategies and skills; they show you how to get measurable results. Sometimes a coach doesn't even teach you something new, but they remind you of what you need to do at just the right moment, and they push you to do it. I thought, “What I truly am is a success coach. I help to coach people on how to achieve what they really want more quickly and more easily.” And everyone needs a coach, whether it's a top level executive, a graduate student, a homemaker, a homeless person, or the president of the United States! As soon as I started to use this description, it immediately changed the way I felt about myself. I felt less stressed, more relaxed; I felt closer to people. I didn't have to be “perfect” or “better”. I began to have more fun, and my impact on people multiplied manifold.

This passage is retyped to allow me, Peter Nicholls, to explain in someone else's words what a coach does. The book has testimonials from Stephen Covey and Andre Agassi, who both acknowledge Anthony Robbins as “a coach” among his many other attributes.

Alliance Mediation Management Ltd “coach” Business Owners and Business Managers to be the best they can be, to enable them to achieve the goals they have set themselves, both personally and for their business.

Find out more by contacting Peter Nicholls direct on any of the contact details. Have him come and explain more to you.

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