



# PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...  
and Changing the World*

## Episode 040

### Should You Become a Coach?

**KIM:** Should you become a coach? Well, perhaps you're a faithful listener of the podcast and your interest has been tweaked in this amazing industry of coaching, or you may even know a friend or a family member that you would like to pass this recording on to because that is our subject for today and for good reason. Since its inception in the late 1980s, life coaching has continuously and really sometimes explosively grown in popularity. In fact, an article from Success magazine last year, in July 2015 titled Inside the Coaching Industry said that coaching continues to take the world by storm. I love that. It really is a booming international industry. Back in 2012, there were over 41, 000 active professional coaches generating nearly \$2 billion in annual revenue. Today, the questions we want to help you answer are these: If coaching is for you, would you benefit from coach training or have you ever dreamed of owning your own coaching business but you're just not sure if it's the right fit for you? That's the journey we're about to take you on.

**CHRIS:** And this is a little bit of a time travel for me here at least as I settle into this topic for today. I think it kind of struck Kim and I both a little odd that here we are coming up on about the 40<sup>th</sup> episode or so of this podcast and we've not yet post this question – should you become a coach? But I think it's just because it's what

## PROFESSIONAL CHRISTIAN COACHING TODAY

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we have done for so many years. But I started riffling through my files and I pulled an old copy of a magazine. Any of you who came from the world of psychotherapy would be familiar with it. It was called The Psychotherapy Networker. It's still published. I imagine it's only in digital form now like most magazines but the Psychotherapy Networker and in the July-August edition back in 2002, they did a cover story on the field of coaching. The image of a wave cresting and it has got a little boat on it with rowers in it and a person standing in the front with a megaphone, I guess shouting encouraging words or something. Maybe that was their idea of a coaching metaphor, I don't know, but the title of the cover article was Coaching, Is it the Wave of the Future? Like I say, this is a bit of time travel for us to be asking the question, should you become a coach, because that's what this lead article was asking way back then and I was privileged to be interviewed extensively for it.

We're talking today not just to therapists and certainly not just about my transition, but about any number of people coming from all kinds of professional backgrounds, even persons who may be a stay at home mom, was at home 20-25 years raising kids and is now transitioning back in. This whole, as they called it, wave of the future, Kim just gave us some pretty impressive statistics there and the field as her quote emphasized is continuing to take the world by storm. So it's time for us to pose this question to you, our listeners. Should you become a coach if you're not already?

What we're going to do on the call today is share three primary themes with you and some thoughts for you to consider in answering that question. The first is just some of the amazing benefits of being a coach. Secondly, some of the characteristics that a good coach needs to have. So kind of as you take stock of yourself and see, well, what's the raw material in there that I would have to work with? We'll kind of walk you through some of those characteristics that make for a particularly good coach. Finally, some next steps if you begin to feel like, yep, maybe I am leaning more and more in that direction. What are some next steps to help you begin exploring that? So Kim, take us into the beginnings of that, the

# PROFESSIONAL CHRISTIAN COACHING TODAY

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benefits of being a coach, whether in corporate or ministry settings, or as a full time business.

KIM: I got to tell you, Chris, this was one of my primary reasons and that is we get to work with motivated people. Those are the kinds of people who see a coach. So flashback in time for a minute to my time capsule and I'm also a psychotherapist but I'm employed by the largest employer in our town, the hospital. Many of my clients actually came with orange jumpsuits and handcuffs on their hands and feet.

CHRIS: Oh yeah.

KIM: In other words, they were not motivated clients. They were there at someone else's, probably a court ordered request, and I had other clients who were there because a family member pressured them into it or a doctor pressured them into it. They were not the most motivated people in the world and so for me to be actually working harder than my clients were working for them to get well was discouraging to do it time and time again. And so one of the more attractive things about coaching that really drew me is I'll work with people who want to reach their goals, to move forward, to build their dreams or whatever it is that God is laying on their heart. How could you not love your job when everyday you get to cooperate with people and partner with them because they are motivated and they actually work harder than I do for their goals and dreams, and I get to celebrate successes all the time?

CHRIS: It's a really good balance, isn't it? For any of those who are listening to us and are in a people helping profession, normally if we're in a people helping role, it is ministering to those who are in some state of struggle or brokenness, we're helping them in some kind of a healing fashion, whether it's in the medical profession or we're helping to put their finances back together to avoid a bankruptcy or recover from a bankruptcy or working with them on strengthening a marriage that has been nearly brink or recovering parenting as kids were torpedoing or whatever else. So those kinds of professions are very, very rich and oh I'm so glad for the years that I had in that field as you I know you are, Kim, a hand those are draining. That kind

## PROFESSIONAL CHRISTIAN COACHING TODAY

---

of work Monday through Friday everyday one hour after the other whether they are in orange jumpsuits and handcuffs or not, it's just after a while, I remember reading a book that referred to it as becoming shell shocked from being so close to other people's battlefields.

You are on the battlefield of other people's pain and suffering day in and day out when you are in those professions and it does take a toll on every one of us. So though those fields are desperately needed and I'm very respectful and honoring of those professions and of the years that I had and I will say that even for those who still feel called to remain in those practices. The augmentation of your therapy caseload with a caseload of coaching clients so that you have something to counterbalance some of what is oftentimes just very draining with, as you said, highly motivated clients who are looking forward to their session. They didn't have to force themselves to get there. They couldn't wait to ring the phone up or to show up at your door for their session. That's huge all by itself, but there are others.

As I think about some of the other benefits of becoming a coach, one of the ones that bubbles to the surface for me is the opportunity to work with other likeminded professionals in the field. Coaching of course is generally practiced in solo practices. You're working from your home or you might be working from your job doing part time. You might incorporating coaching into the work that you do, maybe in a human resources department at a place of employment or in a ministry setting or whatever, through your pastoral counseling and what not, but wherever you are doing the work, it's generally practiced individually but you are wise if you begin to associate, to affiliate yourself with larger gatherings, larger groups of other professional grade coaches, those who are transitioning to the field, those who are already in the field and who are shaping it as it continues to grow. Boy, that's a rich place to be, iron sharpening iron.

So affiliating with others who are professional and who are doing pretty creative out of the box things is another rich benefit of transitioning into the field.

# PROFESSIONAL CHRISTIAN COACHING TODAY

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KIM: Absolutely. I remember the first time I went to a Christian coaching conference and I called my husband that night and I said, “I walked into the room for the first time in my life I felt like I could talk to anyone in that room for any length of time and have things in common and be completely comfortable. I think Christian coaches are just the world’s nicest people. I’m a little prejudice but that’s my take on it anyway.

Another benefit of being a coach is we get to make a large impact and a visible impact in people’s lives, and when you think about business settings, sometimes even a measurable impact. The ICF, the International Coach Federation, is careful to research and study the effect of coaching in the workplace and in businesses so we can get some direct ROI numbers, so people understand whether they want to invest in a coach for their employees and that type of thing. They have shown that it improves people’s work performance, their business management, their time management, team’s effectiveness, self-confidence, relationships, communication skills, work life balance, and the list goes on.

Now you were talking a minute ago, Chris, about people working in a corporate setting and I know so many times, some of the clients I work with who operate in that setting and are now becoming coaches, they get discouraged or they did before they learned coaching skills because they didn’t know how to help their team become effective. They didn’t know how to give employee reviews where the employee was actually looking forward to the review and they found it helpful, but the integration of coaching is a skill. Even outside of having it as your private business makes such a difference in feeling equipped and having a really useful, sharp, measurable tool to use in all settings of your life to help people move forward and cooperate more.

CHRIS: It’s an excellent point and it’s actually a great tee up for the next item on our list here which is that in addition to these things we’re enumerating here, when you add coaching to your skill set, again whether you use it in a private practice that you start to build on the side of your own and maybe eventually transition out into

# PROFESSIONAL CHRISTIAN COACHING TODAY

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or if you simply add it to, by talking with your employer, your board, your direct boss or whatever to see about adding it to your job description, the roles that you play there. when you do that, you actually oftentimes find yourself adding something into the mix that capitalizes more on your real areas of strength and passion.

So many times, people train for, say, the pastorate or to become a guidance counselor maybe at a school, or for the field of human resources. They are in an HR department inside of a company or something and what they find that their days are filled with is a whole lot of paper pushing. They are doing administrative and paper worky kind of responsibilities and they are going, “Man, I’m a people person. When do I get to do the real people work?” And as you said actually it comes time for performance reviews and maybe the people who are doing them on just feel like they are being scrutinized and evaluated and criticized, and so it’s not a very enjoyable dynamic growing kind of an experience anyway. It’s just checking boxes and filling out paper work yet again.

Instead, when you get trained in professional grade coaching, it can start to change the whole carrying out of your responsibilities in those critical roles of influence inside of your company or your ministry. You get to really do what all of us people persons are particularly skilled at doing. You get to do it because you’re integrating coach approach into every interaction that you have with people. It suddenly takes on much more power.

KIM: And the people above you notice. So many of my clients have reported they’ve tried to start a coaching proposal in their church or in their company and met with some initial resistance. People weren’t really sure so they kind of just got a small foot on the door and once they saw the effectiveness of what is going on that rolled towards coaching has and grown and grown, and people have created new jobs and new job descriptions for themselves within churches, within organizations and then certainly as business owners, doing what we love to do, not just the paperwork but

# PROFESSIONAL CHRISTIAN COACHING TODAY

---

actually doing the skill of coaching, which certainly makes my day a whole lot better.

Another benefit I think, this is really personal to me, for going into coaching is that you get this, I'm going to call it an excuse for ongoing personal development, right?

CHRIS: Right.

KIM: I'm a learning junkie. I'm a lifelong learner and what's fun, Chris, is to see a PCCI, Professional Christian Coaching Institute, most of our students are lifelong learners, the kind of people who are always trying to better themselves, to grow, to deepen their skills in all kinds of areas. so I have all these interests and things I would love to dive in more deeply and learn more about and as a coach, I have the excuse or the reason, as it were, to engage in ongoing personal and professional development, and not feel guilty a bit in taking classes, reading books, traveling to conferences, writing them off when appropriate for taxes and all that sort of fun.

CHRIS: That's right.

KIM: I know in one of the books I've been reading, Coaching for Breakthrough Success, the authors, Jack Canfield and Dr. Peter Chee, said this, "To develop others, we first have to develop ourselves and to continuously change others, we can't help but continuously transform ourselves." So it's a perfect fit and a huge benefit for those people who, like us, Chris, are lifelong learners.

CHRIS: It is. One of the things that we often explain to persons who are inquiring about possibly becoming a student here at the institute is that the very exercises that we do in the course throughout the Essentials of Coaching courses, we have our students take themselves through the very kinds of self exploration exercises that they are going to be doing with their clients. So we start you out right at the very beginning. Hey, if you can do this work with others, you kind of need to be on that same journey yourself so let's just roll our sleeves up and get it up to our elbows in some really exciting personal growth work.

## PROFESSIONAL CHRISTIAN COACHING TODAY

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Another of the great benefits is that you can take advantage of an undeniable increase in the demand for trained coaches in the marketplace. Jack Welch, the former chairman and CEO of General Electric, one of the most respected and revered businessmen of our time anyway was recently quoted as saying, “In the future, people who are not coaches will not be promoted.” Now, he’s not just blowing smoke. That is a serious recognition by a serious business visionary and leader saying, “This whole coaching thing, yeah, this is not a fad. This is not some just renaming of things we’ve always been doing before but this is the hot new term so yeah, I’m a coach too.” This is saying, no, when you really examine the question based clarifying focus and then operationalizing intentioned work of coaching and you integrate it into every aspect of a growing business in the dynamic marketplace with all of our constant movement and technology changes and diversification across all kinds of international markets, when you take that kind of a coach approach, you make yourself promotable. When you don’t, hmm, you are not likely to find yourself as promotable.

So I do think it kind of calls to anybody and everybody, if you are in a position that you influence people and you have not done much more than kind of just dip your toes in the water of looking into coaching, you probably want to sit up and take notice at a quote like. In the future, people who are not coaches will not be promoted. And so then of course additionally, if you do own your own business instead of working for someone else, if you have taken that entrepreneurial plunge, just a part time thing you have going on the side now or thinking about launching or you’ve moved into it and is becoming your fulltime work, along with the joy of working with motivated people and strengthening your own network and having deep impact and doing what you love, you are going to have, as was referenced in that article at the beginning, a flexibility and a portability of your lifestyle that is just like nothing else I’ve ever seen.

I remember reading articles way back in the very, very beginning, probably even before the internet became something we were using much but telephones and maybe a little bit of email were allowing people to begin to telecommute, as they

## PROFESSIONAL CHRISTIAN COACHING TODAY

---

called it. I mean, it was like 5% of people were allowed to do that or less than 10% anyway. I just remember thinking, “Oh yeah. What a fantasy that would be.” Well, hello. It isn’t no fantasy anymore. There’s a whole lot of people who make their lives as Kim and I do working with clientele from distance all over the world and living as it were entirely virtually in spaces of the internet, video conferencing, telebridging, and just a telephone or Skype connection with our clients. The flexibility and the portability of that is mind blowing.

**KIM:** Truly. I’ve been able to coach from different countries, certainly while on vacation, while in the mountains or down at the beach. I could get on the phone and if I wanted to be gone for an extended length of time, I could continue to do my job and to earn money while I was there. And flexibility, oh my goodness, in terms of the schedule, I choose what days I want to work. I choose what hours I am available and for how long. What kind of job allows you that flexibility? And then in terms of seasons of life, while my son was serving overseas in the marines, my daughter-in-law, my two granddaughters moved in and lived with us for about six months. Hey, I’m sorry. I’m a Nina. I wanted to spend that time with my granddaughters as much as possible so I cut back on the number of clients I was taking and when they moved out to move back to California, I just took a few more clients and ramped it back up. So the flexibility and the portability, this is not a myth. This is my daily reality and I love it.

**CHRIS:** Well adding to that, we’ve got a pretty amazing income potential here as well. Anytime we start talking about income, I know Kim and I always both cringe a little bit internally because it’s one of those things that’s the most delicate of topics. “Oh, we just shouldn’t talk about that. Hey, money is not that all important anyway.” Well, yeah it is. Actually, you have to take that to the grocery store in order to buy groceries. It’s kind of important for making the car payment and the house payment and the electric bill and all the rest. A little bit of discretionary or a lot of discretionary is a good thing.

## PROFESSIONAL CHRISTIAN COACHING TODAY

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We've talked on this podcast and other points about the value of looking at true financial success, but let's just kind of point out here that when we say that one of the other advantages is the potential to earn a fantastic income, that is not a pie in the sky nor a one in a million kind of a thing. Kim, the mastermind group that we're doing right now for new coaches, the goal there is just to be able to get to your first \$100,000 a year income. Now if somebody doesn't have that goal, that's fine but an awful lot of them do and an awful lot of them are afraid to believe that could actually be possible when in fact you can do the math and see that quite clearly with a very, very manageable caseload of 20-25 clients, you could be at \$100,000-\$120,000 a year income for your coaching business which has very little overhead.

But then our other mastermind group that's looking at helping persons to expand and diversify their incomes, hello, they are looking at your first \$250,000-\$500,000 and up. The number of things that you can do, again plugging into what Kim just said about the flexibility and portability that you'll find in your life is then a lot of other dreams that you've maybe harbored more like a fantasy than an actual dream or a desire or an actual vision, yeah, they could now be embraced as a vision and they could begin to be operationalized to become a reality because you have flexibility of time and you have platform to be able to do other things that you might never have had the opportunity to do before. So yeah, earning great income potential, all over the place.

KIM: Hmm, the sky is the limit and people don't have to wait until they are successful or really been a coach for a long time. People can start to earn while they learn. So many professions, teaching for example, I would assume physicians and attorneys, you have to get that degree, you have to complete school before you're allowed to go out and do what you've been trained to do. But in coach training, you can learn the skills and start to take clients and use those skills almost immediately. So you can transition into this field however gradually or all at once you want to, and again, not many other professions provide that kind of opportunity.

# PROFESSIONAL CHRISTIAN COACHING TODAY

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People can build what we kind of call a portfolio life. Basically, you can write your own job description. “Well, I’d like to be a public speaker or I’ve always wanted to be an author or I wanted to be a trainer and have coaching and do this,” and so we can choose the roles that we want to play that earn us income and write our own job descriptions so that we do really spend the majority of our time doing what we’re good at and what we love to do. So the question becomes with all these benefits, who is it that should or would benefit from becoming a coach? Do you have what it takes? Are you the kind of person who would thrive? So let’s talk about some basic characteristics that people tend to share, people who make great coaches.

The first one is that high EQ, that emotional intelligence particularly the part where you’re self aware. Coaches are people who are aware of the impact they have on the people around them. So hopefully, you’re the kind of person, if you’re in a conversation, if you’re teaching, if you’re preaching, if you’re training other people, you’ve noticed when people are yawning or when people have gotten distracted and turned away, or when they are leaning in and they are engaged. You’re aware of your use of self and you can adjust it accordingly to meet the goals that you have for that particular relationship or that particular conversation. So that’s certainly one characteristic of somebody who would make a good coach.

Another one is that same person who also has empathy. They care about other people. I don’t think we’ve ever had a student come through the program, Chris, who didn’t care about other people. That is why people come into coaching and I’m assuming since you’re listening to this podcast that you’re the kind of person who also cares deeply about other people. And so that caring in and of itself is indicative of the heart of a good coach.

Following up on that, that person with empathy is probably a pretty good listener. Now I’m going to say, if you’ve listened to our podcast on listening, you may have realized as I did when I came into the profession that there’s always room for improvement. I wasn’t quite as good a listener as I thought I was once I started

## PROFESSIONAL CHRISTIAN COACHING TODAY

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learning some additional listening skills, but nonetheless, people who make good coaches are the people you find them in group settings and at dinner parties, they are usually sitting down with someone having a conversation, drawing them out, maybe holding up the grocery store line because they have engaged the clerk in conversation. They are listening deeply because they care about other people.

And then you turn that around on the other side of that, they are pretty intuitive. They usually can sense what is going on in that other person. They have insights into what's the pattern here or what is that deeper thing that's triggering their discontent or dissatisfaction. I found that a lot of good coaches are kind of like Sherlock Holmes of human nature, able to pick out clues and draw insights. They are just curious about other people, willing to ask questions, listening, and just stating what they hear.

CHRIS: It's a good list we're just going to keep adding to it. If you've been taking notes here, we're saying a high EQ, a high emotional intelligence, a caring for others, a deep empathy, good listeners, insightful and intuitive, and then that last word there, curious. I think a sixth point that we would add to the list is that you're authentic. Other people can trust you. They know that, well a seventh point here, that you live your life in accordance with your values. You walk your talk. You're not just putting on a good show. You're not just gifted with words but it's all smoke and mirrors and there's no real substance underneath it. You're authentic and you're living a life that's in accordance with your values.

An eighth point is that you are forward looking. You're a visionary oriented kind of person. You are not one who is kind of just living life like that steel ball in the pinball machine, bouncing around off of the bumpers and kind of waiting to see what's going to happen next, more reacting than proacting. You are very proactive because you are very vision oriented. You're always trying as much as you can with the light the Lord gives to look ahead. And then marry it up right next to that, a ninth point is that you're goal oriented. When you do discern pieces and parts of

## PROFESSIONAL CHRISTIAN COACHING TODAY

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vision, you begin to chunk them down into measurable, achievable kind of goals that you start to follow through on.

The last and perhaps it should be the first as well is that you are one who is willing to trust God and this process and the client. In other words, you are not setting about trying to control everything in your own life or in the lives of other people but instead that you are continually bringing yourself before the Lord and saying, “Well, I see some of the giftings, the various skills here, and the interest, the passions, the abilities so hmm. Lord, if this is how you are calling, what are some next steps? Am I willing to trust you in those? Am I willing to reach out and stretch and take those? Will I continue trusting that process when the way may not be so clear? Am I able to engage with other people and trust that you’re at work in them even as you’re working me? It’s not my job to change or control them? If you are willing to trust the Lord, the process, and the client, that’s kind of an overarching general place that’s really critically important for a coach to be effective in the field.

KIM: Mm-hmm and these are all characteristics and qualities that we’re all going to grow in throughout our lifetime, and that’s the challenge to us as coaches. But if you’re listening today thinking, “Would I be a good coach whether it’s in an organization or out on your own, no doubt, some of these if not most of these characteristics, you are nodding your head and they were resonating deeply because they describe you as a person and who you are. So assuming that’s the case, we want to talk through just briefly some good next steps so that you can explore coaching as your next step.

The first one I think and maybe the most important foundation to lay is to investigate the ICF, the International Coach Federation. This is the largest voluntary governing body for coaches worldwide. They set the standards, they teach us the competencies. We’ve certainly chosen this school to align ourselves with them. When I work with clients, when I get on LinkedIn, Chris, when I see organizations advertising for coaches, looking for coaches to fill job, more and

# PROFESSIONAL CHRISTIAN COACHING TODAY

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more they are saying, “ICF accredited, ICF accredited.” This is very, very important in the business world, in the corporate world, and I think in terms of professionalism on our own as well. So we would encourage you to just go to their website, [CoachFederation.org](http://CoachFederation.org), and look into the ICF because the training you’ll want to get, you’ll want it to be ICF aligned.

I recently ran across someone, Chris, who had been through a coach training program only to learn about the importance of ICF alignment after she completed it and so now she has to go back and repeat her course work from an ICF aligned school so she can get the credibility that she wants in the field. So this is a really good starting place.

CHRIS: It is. I’ve had those phone conversations with some people inquiring about the school and it’s not unusual for them to be in tears because they are frustrated but they are also mad. The industry has been around long enough that any coach training school is aware of the ICF but many choose not to align with them because hey, it’s not required. Well that’s right, it’s not required. There is not licensure in this field but certification, hey, there are certifications out there that aren’t worth the paper they are printed on. Certifications are dime a dozen. Put your quarter in, the bubble gum machine, turn the handle, and you got a certification in any number of different kinds of coach training programs, but the International Coach Federation is the gold standard of the field and as you say, increasingly, though there is not a legal requirement, there is a de facto market driven requirement.

When the market begins saying, “We’re looking to contract with coaches and oh, they need to be ICF certified,” that becomes a market reality and that’s why these people are frustrated and angry and tearful because had they known that going in the front door, they would have done a little bit more research before settling on a school that maybe was just the cheapest school around or maybe it was a weekend wonder kind of a thing or a quick and dirty kind of a training. Instead, they would

## PROFESSIONAL CHRISTIAN COACHING TODAY

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have looked for what's really going to serve me down the road for what I actually want to do in this profession.

KIM: Yup. So that's the ideal starting point is become aware of the ICF and the fact that schools are aligned with them or not aligned with them, and you probably, we would suggest want to be with an ICF aligned program. I think the second question to ask yourself, at least for our listeners, how important is it to you to receive training from a Christian world view versus a secular world view? You can get quality training no doubt from some wonderful secular coach training institutes and I've heard some really good coaching from people who have graduated from there, and if that's where you're feeling called, that's fine. You will, as a student, just be aware, sit in some of those classes and want to wear a filter while you're learning because coming from a different world view than that of a Christian world view, you're going to hear some different things than what you would from a Christian school. On the other hand, you could attend a Christian training school which doesn't mean you have to be a Christian coach or it identifies you as a Christian coach on the certificate per se and it teaches the same standards, the same competencies and skills as the secular ones but somebody has done some of that prefiltering for you and saying, "Just a heads up on this point, you may want to think this through." So just take some time to again be aware of what's most important to you before you commit to coach training.

CHRIS: Yeah, that one may sound like a small point to some people because I know for myself and on the professional side as a psychotherapist, all of my undergraduate training as well as my graduate work was all at secular universities. I did not go to a Christian college nor a seminary, though I could have. And of course you're able to integrate if you have a mature faith, you're able to integrate your faith into the secular training that is being filtered down to you, but increasingly in this current political climate, that becomes more and more difficult and as you said, you can just kind of have to really install some serious filters or feel like you're walking on eggshells, almost afraid sometimes to ask a question for fear that it will be politically incorrect in the way that you phrase it that day. We've had many

## PROFESSIONAL CHRISTIAN COACHING TODAY

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conversations with persons who have said, “Oh, if I have to sit in a class one more time and hear about how the universe is going to reveal something to me or hear one more quote from some whatever Eastern philosopher or whatever, one more Buddhist notion about something, there’s truth in all things and ultimately, truth only comes from one thing, one place we know and that is the Lord.” So there’s value to be gained everywhere but oh, what a joy to be able to train in a space where people are brothers and sisters and they hold the same basic worldview and mindset that you do the same basic moral code to which you ascribe. There are many good solid Christian coach training schools that are ecumenical in their approach. They will train you in the standards of ICF aligned coaching and they will honor your worldview instead of asking you to kind of check it at the door and keep it under wraps. As Kim is saying, you can go out then and practice as a distinctly Christian coach or not, you can work in secular settings and in Christian settings however you feel the Lord is calling you, but it’s certainly made for a more pleasant training experience, at least many would suggest that.

I think a third point to consider in terms of possible next steps, if you’re kind of fired up by the idea of beginning to transition to the field is to take into account your own best learning styles and your lifestyle as you look at schools. Some schools provide all of their training in a classic in class kind of a setting. Brick mortar, you travel to some place. Maybe they do an intensive three-day kind of a thing, eight or 10 hours a day in a classroom setting or they spread it out over a quarter or a semester at a college or a church or some other kind of a hotel setting where people are, as I say, fly in. Others do all of their training virtually as we do here at the institute where all of our classes are taught live but they are via Telebridge. So you are dialing in and you are in a virtual classroom, able to interact and ask questions and get real time feedback and practice your coaching, but you are not in a physical location. You’re not seeing your clients.

We actually prefer that in this institute because actually most coaching is practiced via telephone. So we feel like we’re actually training you in the format in which you’ll likely do most of your practicing. You’re going to be “blind” when you’re

## PROFESSIONAL CHRISTIAN COACHING TODAY

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working with clients on the telephone. You can't see them. So your training requires that you learn to develop those other listening skills and reflecting skills that you might not otherwise, if you were face to face, watching body language and seeing facial expressions and such, which you won't have with your clients. But of course then some schools also combine those two and they have a mix of in person and virtual training. so you want to look around at the methods of delivery for the training and see that it actually has a pretty robust attention to learning theory and how we know now from research, people learn best how they can retain and actually show forth learned skills as a result of learning and training. Many is the program that provides lots of material and yet you only remember about 15 or 20% of it. That probably wasn't provided in the best format that it could have been.

And then finally I think as you're looking at schools, be sure to thoroughly check out that they have been in existence for a while. I want to say a long time but the reality is the whole field is young enough that there not too many that have been out there for, say, more than a decade or so, but be sure they have a proven track record, be sure that the instructors are ICF certified instructors. Again, that is our bias at least and be sure that the courses are courses that you're going to want that they have a pretty wide variety of classes you could choose from, and times that are going to work for your schedule. Also, pay attention to not only how do they train people in the skills of doing coaching but if you are thinking down the road about launching a coaching practice of your own, becoming a private practitioner and securing clients on your own not just incorporating it into your work as an employee for someone else, well, then you also want to look to see does the school provide business courses, marketing courses. In other words, do they help me set up and run a practice that will allow me to coach with these great skills that I learned there? Do they have ongoing supports that are available to me long after I have completed my courses that still allow me to stay connected to the growing body of coaches out there and stay abreast of new developments and best practices?

## PROFESSIONAL CHRISTIAN COACHING TODAY

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KIM: Along those lines, if you would like to talk to a live person to get answers to your questions, the ones that we didn't get the chance to address, our academic advisors are well versed in all things coaching and would be happy to have a conversation with you. If you'll just go over to [ProfessionalChristianCoachingToday.com](http://ProfessionalChristianCoachingToday.com), our website, [.ProfessionalChristianCoachingToday.com](http://ProfessionalChristianCoachingToday.com), you're going to see a big button on the right hand side that says, "Do you want to become a professional coach?" Just click that button and you'll be able to either send a form and get some information from an academic advisor and have them call you or there's actually a phone number there. So you could pick up the phone right away and again, talk to a live person about these opportunities.

So my sincere hope today, Chris, is that God has been stirring up in some people's hearts to move into this wonderful world of coaching and I hope the information today has been helpful along those lines.

CHRIS: We do hope that. What we are passionate about seeing is the whole field of Christian coaching exploding. There are many really good training programs out there and so we just encourage if this is stirring your heart that you take it the next step and do some more research, follow through on that. Listen to the song of your heart and start to gather some information. That of course is right in keeping with our mantra of raising the standard of coaching and changing the world.

KIM: God's richest blessings to you.