

## WHICH TRANSFORMATIONAL COACH SHOULD YOU HIRE?

Choose a personal/professional coach who:

- is experienced and gets results;
- understands how to identify underlying barriers to effectiveness;
- is committed to empowering you/your group;
- is able to help you move beyond what is currently in the way of great results;
- provides a professional and safe environment;
- can focus on key issues that stifle creativity and vitality; and
- can move you/your organization beyond the problem-solving paradigm to consciously creating your future.

*"Your vision will become clear only  
when you look into your heart . . .  
Who looks outside, dreams.  
Who looks inside, awakens."*

Carl Jung

## WHY HIRE A TRANSFORMATIONAL COACH?

Benefits of working with a personal/professional coach include:

- speaking with a professional who empowers you/your organization to choose and implement actions that create great results;
- understanding how your humanity (the part of you who shows up to every business interaction, and to every decision you make) impacts achieving your goals;
- determining how the bottom line of your organization is affected by the quality of relationship between your employees and the vision of your organization, the products and services provided, and most importantly, your customers;
- getting projects completed; and
- understanding how your integrity/the integrity of your staff is an essential aspect of how you/your organization functions and thrives.

## WHEN SHOULD YOU HIRE A TRANSFORMATIONAL COACH?

Invest in a personal/professional coach when:

- you are experiencing great success and you know that you/your organization is ready to expand;
- there are challenges in pulling your team together to work smoothly and effectively;
- you've got a great service or product and it's not getting out the door;
- you/your management team is ready for a boost in motivation and inspiration;
- the bottom line is reflecting only a slow and gradual change, and you want to boost sales or profits with speed and power; and/or
- your vision is getting lost in the day-to-day activities of meeting deadlines and other obligations.

*One day Alice in Wonderland came to a fork in the road and saw a Cheshire cat in the tree.  
"Which road do I take?" she asked.  
His response was a question: "Where do you want to go?"*

*"I don't know," Alice answered.*

*"Then it doesn't matter," said the cat.*

Lewis Carroll

*There came a time when the risk to remain tight in the bud was more painful than the risk it took to blossom.*

Anais Nin