

# “The Symptoms” of a Great Business Coach

By Laura Ion

*There was a moment in sports when employing a coach was unimaginable. Times and attitudes have changed. Now refusing to do so is unimaginable. A coach in today's world makes the difference between Good or Great, no matter if we talk about Health or Wealth.*

What are the “symptoms” of a great business-coach? What can inform us if the money and time are worth investing in one? As the Business Coaching industry continues to expand, prospective clients will eventually need to pay more and more attention to:

1= Determining the *must-have* skills and competency of a great business-coach.

2= Determining the value that will be provided.

Therefore, what prospective clients ought to be asking is: “*How do I know how to choose a great business coach?*” It begins with learning how to detect competency and congruency, or lack thereof, within the person calling themselves a “business-coach.” Paying attention body language, for example, posture, gestures, speech rate, their use of verbal-language, and vocal intonations are an important start, for it can *also* lead to uncovering the potential business-coach's knowledge, experience, integrity, intelligence, fairness, and much more.

A great business-coach plays to his/her strengths; metaphorically speaking, they “don't promise the sea as a gift when they don't know how the river flows.” They will know how to differentiate the methods and techniques to be used, which is based on the client's real-time feedback. They'll also possess proven methodologies and tools for success, for example, the coveted skill of *Packing* questions and *Unpacking* responses.

Packing determines the difference between a smart question and a stupid one. It also causes the client to strategically focus. A thought-provoking question changes the brain's chemistry, re arranging the neurological paths, breaking the self defense mechanisms of the Ego. The more Time the client spends thinking because of the question posed to them, the better the Question is. “*How do you know?*” is definitely the best question ever. “How do you know when to be angry during a meeting and be nice during the next one?” “How do you know when to start being mad and furious? Change takes time so does the answer. The more reluctant the client is, the stronger the evidence is that the question broke the wall of inner self defense.

Knowing what to notice and how to draw out what's relevant from what's irrelevant within the client's communication are vital. This is unpacking. And a great coach is a master of this skill. In other words, metaphorically speaking, they possess the ability to see the tree in the forest during foggy weather instead of trying to clear the fog!”

A great business coach oftentimes has a strong NLP background. This enables them to recognize conscious and unconscious responses. Unconscious reluctance is a self-defense mechanism, meaning that the person is trying to defend their existing patterns, beliefs, or inner ideas that stops them from being successful.

The last but not the least, the best business coaches not only will help you to establish new roots or strengthen the useful ones, they'll teach you tools you can utilize for a lifetime, and strategies to enter and maintain positive states during and beyond their coaching sessions that will allow you to reach your goal – the one you've chosen to make real.

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