

G.R.O.W Your Coaching Biz



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FRANCES PENAFORT, Ph.D

CEO

Executive Coach, Corporate Facilitator and Management Consultant

President International Coach Federation Malaysia Chapter 2011

Certified Global Mindset Consultant (Thunderbird, USA)

Associate Certified Coach (ICF, USA)

Certified Behavioural and Career Coach (DISC, USA)

Areas of Expertise

- Executive Coaching
- Global Mindset
- Winner's Mindset
- Creativity & Innovation
- Effective Teams

Global Experience

- China
- India
- Denmark
- Finland
- Singapore
- Brunei
- Thailand

Contact

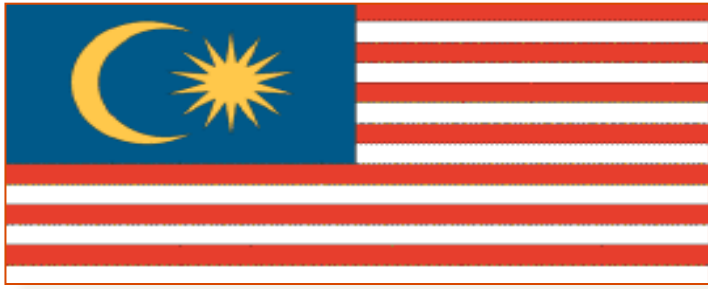
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FRANCES PENAFORT is an accomplished facilitator and has been active in the academic field for 25 years and 9 years in the corporate arena.

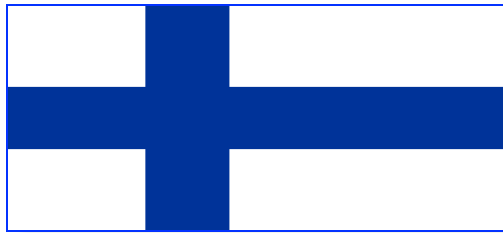
Her key areas of PROGRAM FACILITATION include :- Global Leadership, Mindset Change, Coaching for Managers, Creativity and Innovation and Building Effective Teams

Her key areas of COACHING include :- Executive Leadership, Executive Performance, Talent Development, Managerial Skills and Behavioural Coaching.

Global Experience



CHINA



FINLAND



DENMARK



BRUNEI



THAILAND



SINGAPORE



INDIA



GOAL : To walk over the water

What doesn't he have ?

- 1.
- 2.
- 3.
- 4.

UNCERTAINTY

What does he have ?

- 1.
- 2.
- 3.
- 4.

EMOTIONS



**Big Enough
WHY ? (5)**

GOAL : To G.R.O.W. My Coaching Business

What doesn't he have ?

- 1.
- 2.
- 3.
- 4.

UNCERTAINTY

CERTAINTY

+

EMOTIONS

Certainty

Mental state of being without doubt; confident and assured.

Creating CERTAINTY (1A - Psychology)

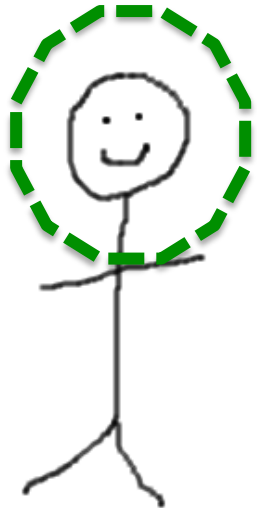
1. How Clear is my GOAL

WHAT + WHY (5)

“those who can see the Invisible, can do the Impossible” ...A. Robbins

2. Create a Script – make it a daily Ritual +

EMOTIONS



Certainty

Mental state of being without doubt; confident and assured.

Creating CERTAINTY (1B –Aptitude)



1. What are my strengths ?
2. What area of coaching should I focus on?
3. How can I help my clients ?
4. What results can they expect from me ?
5. Why do they want to choose me ?

CASE SCENARIO 1

I have completed my coaching certification programs and I am highly keen to initiate a coaching business. I am not too sure...

? Whether I should select and focus on one specific coaching area or whether I should accept who ever I can secure as my coaching client.

? On another note, if I want to specialize in one specific coaching field, which should it be, how will I be able to determine this



UNCERTAINTY

CASE SCENARIO 1

OPTION A: Accept anyone

WHY

- gain experience because new
- improve confidence in yourself
- secure feedback on areas to improve
- may gain insights as to which specific clientele you may like to work with
-

HOW MUCH

- can be pro bono/nominal

CASE SCENARIO 1

OPTION B: Specialise in one field of coaching

WHAT AREA

I don't need to be an expert...

As a coach, I help facilitate growth from 2/10 to 8/10 ...

Clients will do the work of moving forward on their developmental goal

Depends on

- what my strengths, passion, interests are in a specific area
- introspective search on what others have validated you because you ADDED VALUE
 - school environment; university environment; work environment; social environment; family environment; personal environment
- EXAMPLES
- eg. Relationship coaching- helped a lot of my friends who had trouble in their relationships with peers/family/loved ones
- eg. Health coaching – I myself experienced major health issues and have pulled myself out of serious health issues
- eg. Executive coaching – I myself have experienced working with direct reports / supervisors / transnational peers /bosses /teams
- eg. Culture coaching – I myself have had experience in working with different cultures and in cultural diversity enriched environments

CASE SCENARIO 1

OPTION B: Specialise in one field of coaching

WHY

- I have previous experience in this specific area
- improve confidence in myself bec I have interest /passion
- secure feedback to sharpen my skills
- ..

- **HOW MUCH**

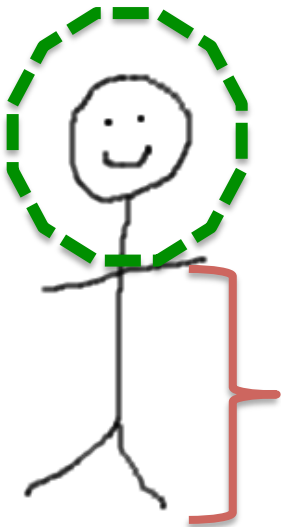
- ICF guidelines - USD150 - 250/hour
- rates vary in Malaysia – need to do some research in the industry

Certainty

Mental state of being without doubt; confident and assured.

Power, strength, guts

Creating CERTAINTY
(1A –Psychology + 1B - Aptitude)



- Eg. *I see myself happy, confident and filled with passion. I have the exact attributes that my clients seek. I am attracting them to me. Using my knowledge and experience, I am able to support them in their developmental goal. Mycoaching business is growing.*

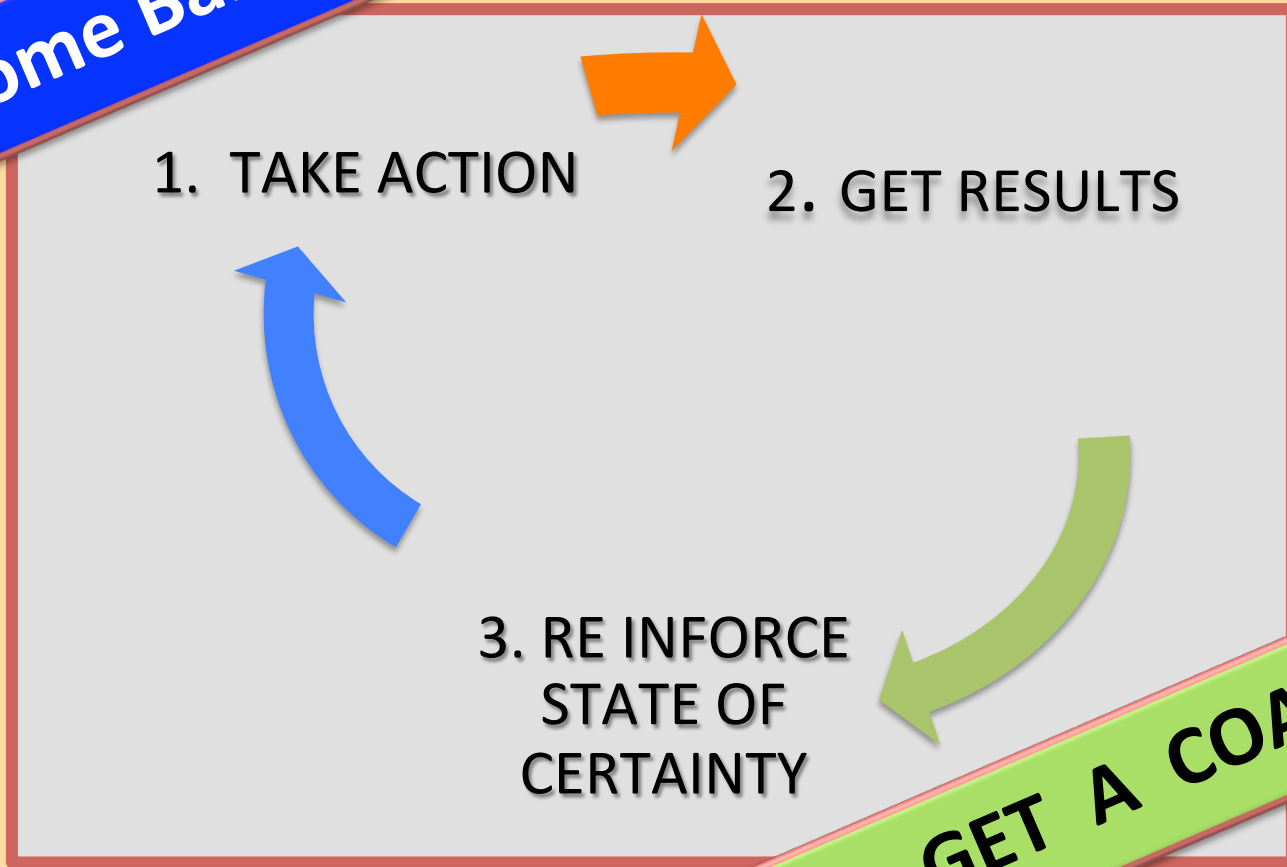
• Some Barriers ?

1. TAKE ACTION

2. GET RESULTS

3. RE INFORCE
STATE OF
CERTAINTY

• GET A COACH !

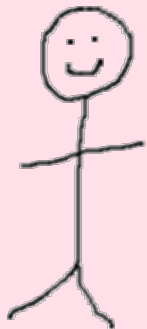


Certainty

Mental state of being without doubt; confident and assured.

Power, strength, guts

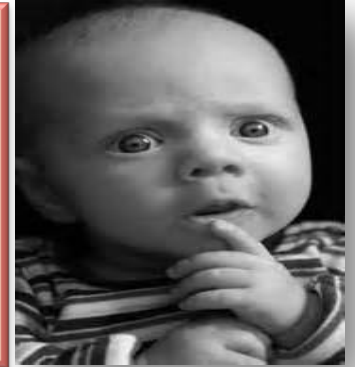
Creating CERTAINTY (2. People Environment)



1. Who will be my coach during this transition?
2. Who will be my clients ?
3. How do I brand myself ?
4. How do I connect with my clients ?
5. How do I secure continuous business ?

CASE SCENARIO 2

I know the specific area I would like to specialize my coaching business. My issue is where do I source this group of clients, how do I connect with them, how do I market my services to them, how do I brand myself as a coach in this area, how do I continuously secure business from these clients so as to sustain my coaching business



CASE SCENARIO 2

WHERE TO SOURCE CLIENTS

- client list generated from ---family- immediate/cousins/in-laws, inner circle of friends, outer circle of friends/business friends
- support from ICF Community...eg.

HOW DO I CONNECT WITH THEM / HOW DO I MARKET MY SERVICES

- craft an introductory email letter and send to them
- invite them for a free 30 minutes coaching session
- research ... where this group congregates
- research what e-magazines/ websites they are attracted to
- subscribe to those e-magazines
- advertise on the e-magazines/ websites
- join those blogspots
- Utilise social media platforms – FB/Twitter/Linkedin
- raise your publicity in their area of congregation

CASE SCENARIO 2

HOW DO I BRAND MYSELF

- gain testimonials from clients
- gain recognition as acoach among peers in coaching fraternity
- research on the types of articles that are written by/for this group
- extract what are the key issues/pain/problems that this group is facing
- write articles on how you helped to coach others around those issues/pain/problems
- brand yourself as an expert who can help them too

CASE SCENARIO 2

HOW TO CONTINUOUSLY SECURE BIZ

- use various methodologies / platforms
 - joining ICF community of coaches
 - joining networking groups (*meet-up.com*)
 - joining discussion groups online
 - Joining coaching webinars (*WBECS*)
 - joining coaching academies that have forums (*EXPERTACADEMY*)
- offer to run a workshop on one of your core competencies
- offer to run a training on one of your successful case studies
- learn from various gurus on the internet as to how to continuously come up with different offers and how to pitch them to your mailing list
(Brendon Burchard ; Christian Mickelsen ; The Pohly Company ; Business Know-How; Wendy Howard ; Bill Walsh)
- raise your publicity in their area of congregation CONTINUOUSLY/REPEATEDLY

• Some Barriers ?

1. TAKE ACTION

2. GET RESULTS

3. RE INFORCE
STATE OF
CERTAINTY

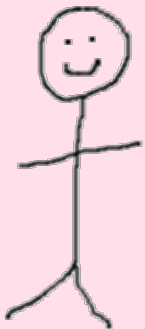
- GET A COACH
- learn from GURU
- Outsource

Certainty

Mental state of being without doubt; confident and assured.

Power, strength, guts

Creating CERTAINTY (**3. Physical Environment**)



1. Lack of systems to manage my business ?
2. What else can I do to leverage my experience ?

CASE SCENARIO 3

My coaching business is growing steadily. I am proud of my achievements. My problem is that I find I am inundated with information about my clients that I struggle to keep track of each client. What are some Best Practices on how to manage my clients... their progress reports, their invoicing, their payment. And, what do I do with all the notes gathered from my clients?



CASE SCENARIO 3

BEST PRACTICES - PRUDENT CLIENT MANAGEMENT SYSTEM

1. CLIENT DIAGNOSTICS - A

Client Diagnostics - Organisation	
1. Name of Organisation	
2. Name and Position of Clients Participating in the Coaching Project	
3. Current Organisational Health – HR, Financial, Market Position, etc	
4. Major Organisation Issue/Change/Shift	
5. Relationship of Client to these Issue/Change/Shift	
6. Specific Motivation for the Coaching Project	
7. Desired Organisational Outcomes	
8. Strategies discussed	
9. Timeline	

CASE SCENARIO 3

BEST PRACTICES - PRUDENT CLIENT MANAGEMENT SYSTEM

1. CLIENT DIAGNOSTICS - B

Client Diagnostics - Individual

PERSONALITY / BEHAVIOURAL ASSESSMENT TOOLS

- Hogan
- Harrison
- D.I.S.C.
- I.W.A.M.
- M.B.T.I.
- 360 Feedback

VALUES ASSESSMENT

1. Identify the happiest times
2. Identify the most proud times
3. Identify the most fulfilling times
4. Determine your top values
5. Prioritise your top values
6. Reaffirm your values

G.A.P.S. ASSESSMENT

1. Goals
2. Abilities
3. Perceptions
4. Success Factors

CASE SCENARIO 3

BEST PRACTICES - PRUDENT CLIENT MANAGEMENT SYSTEM

2. COACHING AGREEMENT

- This tool is used to set the boundaries of your coaching sessions with your client
- eg.ICF website

COACHING AGREEMENT

1. Commitment
2. Coaching session procedures
3. Confidentiality
4. Coaching schedule
5. Coaching fees and payment details
6. Cancellation terms
7. Client registration form

CASE SCENARIO 3

BEST PRACTICES - PRUDENT CLIENT MANAGEMENT SYSTEM

4. CLIENT COACHING REPORT

- Detailed Report
 - Agreed goal
 - What action steps were taken/ what were not
 - Reasons for non-compliance
 - What new steps to be attempted
 - Timeline for achieving them

GOAL	
REALITY	
OPTIONS	
WAY FORWARD	

CASE SCENARIO 3

BEST USE OF CLIENT COACHING RECORDS

- create case-studies (edited and fictitious names)
- write articles on blog
 - share your coaching intervention strategies
- write a book of coaching success stories

- Any Barriers ?



- Check your level of Certainty !