

THE COACHING HUB

Podcast Episode 21 - The coaching hub is born

Ruth Kudzi: What really lights me up and what I feel that my passion and purpose is, is in really helping people to develop robust coaching skills and helping people to become excellent coaches.

Hello and welcome to Conversations to Help You Thrive with me your host Ruth Kudzi. I am super excited to have you here. This is a place where we're going to challenge you to think differently, to have those difficult conversations, both with yourself and with others so that you can thrive in your life, in your career, and in your business.

So, this is a very special episode because as you'll notice the name of this podcast has changed. So, we have changed from Conversations to Help you Thrive to today's very fast episode, and I'm delighted to say, which is the Coaching Hub, the Coaching Hub Podcast with me Ruth Kudzi. So why did we decide to change the name? Well, really it was because I was looking at my business and thinking about what I really wanted to be known for. And if you don't know, I have two businesses. I have a coaching business where I work with people to help them build and grow their coaching businesses. And that's the business that's nearly five-years-old.

And alongside that, I had a training business and the training business is helping people become qualified, accredited coaches. Now, I am very aware that the more that we are able to dial down and focus, the more that we're able to move forward. But I wasn't demonstrating this. By having the two businesses that were quite separate, I was getting clients, both of them, my message maybe wasn't always as consistent as it could have been. So what did I do? Well, what I did was I've really looked at my business and I looked at commercially what was scalable and what wasn't.

And really honestly, my small group mastermind, which I love running. I've just got a new one that started. They're not scalable. I didn't want to have more than 10 people in a group. I love that intimacy and the depth of relationship that we can have with 10 people. I really enjoy it. So it's something that I love having as part of my business, but it's not scalable. My one-to-one isn't scalable. I am a business coach one-to-one. I also do some energy coaching and mindset coaching with the Spiral as well.

I love both of those things. So now I'm left with, okay, what can I scale? Well, I could do online courses. I could do group programs. I've done those before, but they don't light me up. What really lights me up and what I feel that my passion and purpose is, is in really helping people to develop robust coaching skills and helping people to become excellent coaches.

And I started that business back in November last year and now I have a fully accredited program where I take people through over a seven-month period with weekly contact to become accredited. And I love it. I absolutely love it. The results are unbelievable. People have completely changed what they're doing. They have clients, they have businesses, they are living in their purpose. And the ripple effect of me doing that is massive of having well-trained qualified, intelligent, and capable coaches out there in the world who are passionate about what they do, who are really keen on the professionalization of the industry and who really, really want to get results.

So that is obviously the part of my business that I can not only scale because I can grow the cohorts again, it's a cohort-based thing. So we don't have hundreds of people go through. You have your individual cohort going through, I can grow the cohorts, I can have the impact and I'm getting goosebumps just thinking about it and I can have the income for me. So honestly, the decision was, I'm going to double down on what my real passion is.

I'm a qualified teacher, I'm a qualified coach. I've done hours upon hours of personal and professional development work in my career. I've got a master's in psychology and education. It all made sense. And it was something that I was very, very good at. So I decided, "Okay, this is where I'm going to go." I want to be seen as one of the best coaching providers in the world that is helping people become exceptional coaches using neuroscience psychology and coaching skills. So if this is what I am stepping into, I'm going beyond talking about mindset, I'm talking about it at a deeper level and helping not only my coaches have that transformation, but the people that they're working with. Then I need to look at all parts of my business.

And as a business coach and somebody who is strategic, it wasn't all making sense. So I'm like, "Okay, I'm going to bring it together." I'm going to bring together one membership, which is getting relaunch at the end of this month. So it's going to be relaunched at the end of October, beginning of November 2020, which again will be called the Coaching Hub, which is for coaches or wannabe big coaches and it's coaching skills. So professional development, it's personal development, and business development.

Because I don't just want people to be coaches. I want people to be out there [inaudible 00:06:03] clients having an impact. So that's going to be my low cost entry point. It's called the same name as this podcast. And this podcast is going to be talking about coaching conversations. It's going to be talking about professional development. It's going to be talking about neuroscience and how the brain works and how we can use that with our clients.

It's going to be talking about own personal development. I'm not going to be touching on business development as a coach. So this is for coaches who are really either at the beginning of their journey and ready to build those businesses or more established, and they really want to amplify what they're doing. So my business is simplifying, simplify to amplify. So the Coaching Hub is the podcast. The Coaching Hub will be the membership.

The Coaching Community is my free group on Facebook, which I love you to be a part of. And then we've got the Kudzi Coach Academy, which is training people to become coaches, training them in coaching skills. And that will grow and they'll be more professional development for existing coaches, really focusing on my passions, which are energy, neuroscience and psychology and how we can use our knowledge of those to be absolutely awesome as coaches.

So all of this is around professionalizing as a coach, about up leveling coaching skills. And for me, I'm demonstrating to you guys it's absolutely okay to take a step back and say, "Right, I'm going to do this slightly differently. Actually if I'm looking at my big vision and my business, I need to make it simple." So simplification helps you amplify. Already, I am on track to really grow my business to seven figures next year or multiple seven figures as my mentor would say is very much possible by doing this by dialing down on those things that I know are going to make a difference.

Now, of course, as a qualified coach, I love coaching. So I'm still going to be coaching a few people one-to-one and I am going to be bringing back my masterminds in the future, not right now, but in the future. And the reason that I'm sharing all of this with you is I think it's really important for all of us that we really step into what is going to make the difference for us in our business, what is going to move us forward and what is going to get us the results.

And the more that we step into this, the more that we're able to move forward, the more that we're able to get results, the more we're able to embody what it is and we're stepping into our purpose. I knew that there was something bigger for me. I knew that I loved coaching and I love coaching. But I knew if I am able to train coaches and to really allow them to go deep and to understand about how transformation works in the brain. I'm bringing together over 20 years of study of psychology.

I'm bringing with me a successful coaching business and I am bringing with me the experience of helping many people build those coaching businesses, which means I'm in a unique position to help my clients get outstanding results. And for me, that is where it's all about. So new podcast name, new branding, same message, same focus on helping you step into being that best version of yourself.

So if you aren't already in my free group, the Coaching Community, I would love to have you over. We have lots and lots of fun there, and it's the same thing, personal, professional and business development. I'm really excited for you to be listening to the brand new Coaching Hub Podcast.

Thank you for tuning in to Conversations to Help You Thrive with me Ruth Kudzi. I hope that you have enjoyed this podcast. If you have, please remember to give it a rating and to share it with others. I would love you to continue the conversation over in my Facebook group, it's called the Coaching Community with Ruth Kudzi. I would love to see you there.

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