

THE COACHING HUB

Podcast Episode 24 - What is the coaching hub?

Ruth Kudzi: Mindset is actually really pivotal to how you show up as a coach and the service that you give your clients. So we start with you, and you are at the center of this membership. This is a place for you to flourish and to shine and to step into the person that you need to be to have that successful business.

Ruth Kudzi: Hello and welcome to The Coaching Hub Podcast, with me your host, Ruth Kudzi. If you're a coach or you're coaching curious, this is the place for you. We're going to be talking all things coaching, personal development, and business development in a really fun way. You're going to hear live coaching sessions, where you're going to come away with tools and techniques that you can practically use and take away. If you enjoy this podcast, I would love you to subscribe. And if you really enjoy it, give me a review.

Ruth Kudzi: So what is The Coaching Hub membership all about? Why would you close down two perfectly well existing memberships to open up a new one? Well, really, the decision behind it is that I want to create a hub, a place where coaches can come and they can come from even before they have started training as coaches. They can come with their mentors that want to become coaches. They can come if they're experienced coaches. They can come if they're accredited coaches, or if they're not accredited coaches; a space where we celebrate coaching and a space where we work to develop great coaches who build sustainable businesses.

Ruth Kudzi: So we work on your personal development, how you can grow as a person, your mindset. We hear that word all the time, but we look at growth mindset. We look at resilience, we look at confidence. We look at building a rock solid self-belief so that you can go out there and really help people and have a positive impact. And your mindset is actually really pivotal to how you show up as a coach and the service that you give your clients. So we start with you and you are at the center of this membership. This is a place for you to flourish and to shine and to step into the person that you need to be to have that successful business. So you are at the center and the whole hub is surrounding you.

Ruth Kudzi: So, first of all, we have your personal development, your mindset, your confidence, your resilience, your self-belief, your grit, your happiness, all of those things that we know are pivotal to the success of your business are embedded in this membership. That's through resources and weekly group coaching. So every single week,

you get personal group coaching in there to work on your mindset and your wellbeing because we know that when you're feeling good, that when you're in a positive growth mindset, when you're feeling self-confident, when you're resilient, that you're able to build a better business. And you're also able to show up better, more effectively for your clients and have a bigger impact.

Ruth Kudzi: We also have professional development at the core, and that is coaching tools and resources. I do not believe that after you do your coaching certification, that everything stops. You may be a certified coach; you may not be a certified coach. You may be someone who is using coaching skills, or you may be someone who wants to use more coaching skills in your business. But what we do is we introduce you to lots and lots of different coaching paradigms, lots of tools and techniques that you can use for your clients. Everything from neuroscience, to positive psychology, to personality profiles, to psychodynamic and psychoanalytical approaches, to the GROW model and normative approaches.

Ruth Kudzi: We explore all of these with you, from energy, to self-awareness, to pure business coaching, to performance-based coaching, we provide you with training and resources so you can develop a toolkit that works for you and your clients, and you can explore the types of coaching that you want to do. Alongside that, you have coaching clinics, where you're able to practice your coaching skills, and coaching dilemmas, where you're able to share in a safe space and a confidential way what is going on with you and your clients. On top of that, you're able to witness, every single week, live coaching with me so you can see how coaching works and you can start to pick up things that you like, or maybe you don't like. So you can witness live coaching demonstrations as well.

Ruth Kudzi: And finally, your business development. This is about embedding that personal and professional development in the heart of your business. So then we look at how you can build a business that works for you and your strengths, on your terms, rather than having a me too business. So this is about your personality. This is about how you are going to get in front of your audience, who they are, where they are. This is about the programs and the business model that you want to design that's going to work for you and going to give you that life that you want to create.

Ruth Kudzi: This is about making sure that everything makes sense and you've got a clear customer journey with multiple touch points. This is about creating a business that represents who you are and what you love. And we do that through the resources and also through mentoring. So you get one group coaching and mentoring call every single month. And on top of that, there is a lot of accountability and coaching to keep you on track.

Ruth Kudzi: So if that hasn't sold you, I'm going to share what you actually get in the membership. Every Monday, you have a 90-minute implementation session. So this is a group session. You pop onto Zoom and you share what you're doing. And, I think James Clear talks about in his book, Atomic Habits, it's a time for you to get stuff done, to get

stuff off your plate, and there's no better time than a Monday morning. So you come, you share what you're doing, and we're there to support you. You've always got a coach with you and they will answer any of your questions, and also check in with you to celebrate it being done after that 90-minute period.

Ruth Kudzi: On Tuesdays, we share our resources. So we have a new short resource, either under personal, professional, or business development every single month. So we drop those into the Facebook group and into your members area, which is already pre-populated with lots and lots of learning for you, videos and worksheets that make it easy to follow.

Ruth Kudzi: Then on a Wednesday, you either have a 90-minute call, and there's either group business coaching and mentoring, coaching clinics where you can practice coaching, progress calls, which are the end of every month to check in on how you've done, or on the second Wednesday of every month, we have accelerator days which focus on you taking more action together, a whole day working on your business with guest experts that you can pop into, or you can watch on catch-up. Then on Thursday, you have the chance to win a 50-minute live coaching session with me. So you will be coached in the group, you get a chance every single week, and you can see getting coached through a dilemma very, very quickly. And then on Fridays, you get a group wellbeing and mindset coaching call with another of our resident coaches, Elaine.

Ruth Kudzi: So every week, you'll get three touch points with either me or one of my associate coaches who are all qualified and trained coaches who've got their own coaching businesses. And the reason that I chose those coaches is because we're all very, very different. As you know, I'm a business and mindset coach and an energy coach. Donna is more of a relationship and traditional life coach. She uses very much neuroscience-based approaches in what she does, and she's very relational. And Elaine is on the wellbeing and mindset side. She used to be a yoga teacher as well. She is a multi-talented lady. She loves meditation, wellbeing, and she has a different viewpoint and a different approach.

Ruth Kudzi: We all share similar values, and it was important for me that you would, in this membership, see a range of different coaching styles and approaches demonstrated to you through the coaches in here, as well as through the things that we share. So on top of that, we have questionnaires that we give you every month to fill in online and we check in with you for those. And on Fridays, you can also win a personal 50-minute coaching session with me by sharing your wins, because we know when you share your wins and you celebrate them, you're more likely to attract more success.

Ruth Kudzi: So what more can I say? The Coaching Hub is coming. I know that this is going to be a very special and unique place to combine everything that you need to grow your business. And guess what? For new members, it is only £47 per month. This is November 2020. It is going to go up, so if you want to join at that founder member rate,

you're going to find out more in the show notes and come check us out. We will be delighted to have you over in The Coaching Hub for all things coaching. Take care.

Ruth Kudzi: Thank you for listening to The Coaching Hub podcast with me, Ruth Kudzi. If you enjoy this, I would love you to join my Facebook group, The Coaching Community, for more of the same.

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