

# THE COACHING HUB

## *Podcast Episode 29 - How to make an impact as a coach*

Ruth Kudzi: The reason that people come to coaching and the reason that coaches need coaches is it's very difficult to see our own blind spots. If only we could really be accountable to ourselves, but for many of us that is a struggle. If only we could see what other people saw in us.

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 a 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 and 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 for you to subscribe and if you really enjoy it, give me a review.

How do we actually make more impact as a coach? If you're anything like me, you will be driven and connected to your client results. You want them to do well, you want them to achieve their goals, you want them to feel accomplished. And although it is healthy for us to invest in our client results, we also need to realize that at some points we need to take a step back because their results are their results, they are not our results. We support them to get those results, but actually having an attachment to what those results are can be detrimental to our client relationships and our clients. So in this episode, I'm talking about how we can make more impact as a coach, how we can really create powerful transformational experiences and hold space in a container, which means that our clients are able to make meaningful and lasting change. And here's the thing, meaningful and lasting change means different things to different people.

So before we even go there, this is about us being really clear with our clients about what they want and what they don't want. It's about making sure that we understand what is going on with those clients and making sure that we can help them to define what that change looks like. So, meaningful change depends on our clients and the way that we create that impact is really about how we show up and hold space in that session. And simply if we work on ourselves and really focused on our own mindset, our own energy and our own things that we need to address. And as coaches, we are able to show up and

be more fully present with our clients which means that we're already one step closer to making an impact.

So what does that mean? It's a lot of words, we know the ICF talk about being curious and dancing in the moment with our clients, about being fully present so we can listen and respond to everything that our clients are bringing in terms of their language, in terms of their energy, in terms of their tonality, in terms of their words, we're looking at the whole person. So if we are doing that, then we need to make sure that energetically we're not bringing our own stuff into those sessions.

And the best way to do that is to work through that stuff. And honestly, and I know it sounds a little bit like an MLM tactic, the best way to work through that stuff is to work with a coach. And I know over the last decade I've worked with numerous coaches for different elements of my business and personally, people that have really helped me uncover my unconscious limiting beliefs that have meant that maybe I have been projecting things onto people. People that have helped me to step into being myself more and have allowed me to shed those masks and those skins that I was wearing because I thought that's what other people expected.

And yes, of course we can do some of this work on our own, but often the reason that people come to coaching and the reason that coaches need coaches is it's very difficult to see our own blind spots. If only we could really be accountable to ourselves, but for many of us that is a struggle. If only we could see what other people saw in us. But again that is difficult, especially if we are immersed in what we're doing. So I do recommend that for all coaches that you have a coach.

Now, it may be that that's somebody that you met when you were training to coach. I know on my coach training, we give people peer mentors, or it might be someone they've built a relationship with. It may be a reciprocal agreement, especially at the beginning. But experiencing coaching and the power of coaching enables you to hold space more effectively for your clients. And it may be that you look at other interventions too, psychotherapy, therapy of some sorts, which help you to clear your S-H-apostrophe-T, I don't want this to get a red mark, but help you to clear your stuff.

And that's what I do in my energy work with The Spiral, is that I really help people go deep into all of their stuff and energetically clear that. Because if they're able to do that, they're able to hold the space for clients in a much cleaner way, which means that they're able to be much more present so they can focus on the nuances of what is going on and isn't going on with the client and really help the client to explore their thinking, their being and their feeling which will enable them to then make longer lasting behavioral change through neuroplasticity and principles of neuroscience.

And we know that behavioral change is often symptomatic of deeper change, of changing our belief structure, of changes in our thoughts, of changes in our ways of being. And if we are going to create those powerful changes and transformations in our clients, we need to have the confidence to go deeper with them by having the appropriate skills and training, by having experienced what we are doing with our clients and by being really masterful in holding that space for them to explore those things that might be really difficult, those things that they might have been hiding from. And I was doing my NLP Master Practitioner, I presented a problem, and it would be very easy to take that problem at face value, but actually that problem is symptomatic of deeper, more embedded thoughts and beliefs that were impacting my behavior. It wasn't until we were able to go under the lid of that problem and really see, okay, what really is it? What is really going on here? That I was able to then identify those patterns that had not been helping me and create a new way of being, doing, thinking and behaving.

And that is how it works. So as a coach, to create more impact, we do need to walk the walk, we do need to model that we are also investing and believing time, energy, effort, and of course some finance in our own development. And when I say some finance that might be reading a book, it might be listening to a podcast like this, but when we're demonstrating to others that this is important stuff, we're modeling the way, we're showing that we really believe in doing this. And for me, it is about creating powerful experiences where actually, as a coach, I'm not bringing my stuff in, I'm instead responding to what my client is bringing, I'm responding to what they're not bringing, I'm listening over time. So if they've told me something and that's come up again and again, I'm responding to that and I'm letting them know we are more impactful when we are fully conscious and unconscious of what is going on for our clients.

So really this is a massive wake up call for you, as a coach it is not only what happens in the session, it's what we do outside sessions to prepare ourselves to be able to hold that powerful space for our clients. It's what we do in order to really facilitate change within ourselves. It's what we do to enable ourselves to hold that space for people, space that is clear, or as clear as it can be, of energy transference. Space that is clean, space that allows our clients to explore because really we can measure our impact, but the impact is about our clients. And the thing is, I've worked with clients who've made loads of money working with me. And of course, if that's been their goal, I have been a hundred percent behind that goal. And I've also worked with clients who have made deep changes to the way they think and feel about themselves, changes that I know are going to last for their lifetime.

And I tell you what, that is absolutely why I do what I do. Seeing the change in people, knowing that at some level you've enabled it, but they have done the work themselves. That is what lights me up more than anything about coaching. And that is why I not only continue to coach people one-to-one and I will do that way into the future, I also train people to become coaches because there is nothing more powerful or impactful than

having a space held for you where you're able to explore what is going on for you and you're able to get clarity to change how you think, feel, be and do.

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