

# THE COACHING HUB

## *Podcast Episode 31 - Why train as a coach?*

Ruth Kudzi: Ultimately, if our businesses are centered around our clients, having a professional coach training qualification, which gives you experience and feedback on your coaching, as well as teaching you a variety of tools and techniques means that we're able to deliver better for our clients.

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 have 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 you to subscribe. And if you really enjoy it, give me a review.

Ruth Kudzi: It is a brilliant time, not even a great time, but a brilliant time to train as a coach. And why is it the right time, right now? Well, it seems increasingly likely that the coaching industry is going to become regulated at some point in the future. So, there is that element of training now that will enable you to future proof your career in your business, because you don't want to be scrambling about when the industry is regulated. And, of course, there's going to be a transition period, looking at getting a qualification quickly and sorting out your accreditation. So, to do it now, you're enabling yourself to future proof what you're doing.

Ruth Kudzi: And having professional training helps you to create a safe space for your client. And if you create a safe space for your client, you're increasing the trust and intimacy that you've got and you're making sure that the container is really clear and clean for them. And that means that you're able to hold space for them more effectively, which means that you're able to be more present and curious with them and dance in that moment with them, which therefore means that you've got the skillset and tools to identify if they need additional support. Alongside that, by holding a powerful container for your clients, you are really able to help them make lasting and meaningful change.

Ruth Kudzi: And, ultimately, if our businesses are centered around our clients, having a professional coach training qualification, which gives you experience and feedback on your coaching, as well as teaching you a variety of tools and techniques means that we're able to deliver better for our clients. And as the industry is becoming busier, and there's

more competition, we're going to stand out, if we put our clients first, if we put our clients outcomes first, and if we're able to hold a professional space. I talked about this in the last session, but as simple as contracting with our clients, as simple as understanding our ethical obligations, as simple as making sure that everything that we do is in that best interest of the client.

Ruth Kudzi: And if we have not professionally trained, then we may have gaps. Not because we don't care about our clients, but because we don't consider things. And it's often what you don't know, that can be incredibly powerful. So, first of all, it's future-proofing your business. And then, it's helping you with your clients make those lasting changes. Even if you are working with your clients on marketing, or copywriting there will be elements of their mindset that come up. And the more that you are able to support your clients with their mindset and that deeper work, which come through having a professional qualification and doing the training, the more you are able to really hold space for them. And to ensure that that space is clean and clear but has limited, let's be honest, energetic transference between you and them. And that means that they're going to have a much more powerful experience.

Ruth Kudzi: So, I think it's about the industry, it's about your clients. And it's also about you as a business owner because, if you have those tools and that experience, it means that you can stand out. Means that you can stand out in a crowded market. And it gives you that confidence to go out there and get clients because you're clear on what you deliver for people. You know how powerful that intervention is. And many coaching qualifications, like the one that we offer at the Kudzi Coach Academy, give you lots and lots of practical experience as a coach. So, you have that experience to talk about and to share, which is super, super important.

Ruth Kudzi: So, we know that there is... It's about your experience. It's about the fact that the industry's becoming professional. It's about your clients. It's also about having a variety of clients. So, increasingly a professional qualification is asked for when people sell into corporates. I've got people on my coach training, who've been coaching for a number of years and they've said, "Okay, we're working with a public sector organization, or a third sector, or a traditional corporate, and they've asked for our coaching accreditation." In fact, I can tell you probably about 30 people I've had that conversation with. It's becoming more normal. They want to know that you take it seriously. They want to employ somebody, who's got those skills and experience, if they're going to come in and coach their teams. They're paying a premium, they're paying premium prices for you to come in. Corporate work, we're looking at about at least 1,000 pounds a day, if that is in the public sector or more than that, if it is a traditional corporate. So, you're looking at 1,000, 2,000, 3,000 pounds a day.

Ruth Kudzi: When people are looking at that, if they're paying for coaching, they want to make sure that they've got somebody who is a trained professional qualified coach, who can do what they say they want to do. And, ultimately, if we're thinking that after coaching, after doing a qualification, that maybe mine costs 5,000 pounds, including VAT,

if we're looking at that qualification and we're thinking, "Okay, we want to go and work in corporate," if we know that five days in a local authority will be 5,000 pounds. Or that might be three or four days in a corporate. You can see that you are able to get that return on investment relatively quickly.

Ruth Kudzi: Obviously, it's about building relationships and marketing. And I would say with corporate, it takes longer. Most of the people that I work with, who have gone on to work in corporate, it's a three or six month cycle to get there. But if they're demanding that you're not going to get your foot in the door, unless you have that experience, unless you have that qualification. And when they're looking at qualifications, they're looking at ones that are at a standard that is similar to the ICF, maybe the ILM, or the Association of Coaching.

Ruth Kudzi: So, why is it a great time to get a qualification now? Well, it helps you stand out from the crowd. It gives you a skillset and tools which enable you to offer powerful interventions for your clients. So, then you can have more impact and they can have more transformation. It increases your confidence and competence. So, not only are you more likely to go out, and I've seen this with lots of my clients, they're more likely to go out and speak to corporates. They're more likely to go out and speak to potential clients. It future proofs your business and your career because a professional coaching qualification will help you as a leader and a manager, as well as in your business. And it helps you with your own personal development.

Ruth Kudzi: If we're working with clients, if we've gone through all of the things that we use with clients during a program, which is exactly what we do in our program, then it means that you will then have experienced it. And you will start to see what are the tools? What are the techniques? What are the things that I really like, and that work for me? So, I don't think there's a better time to train as a coach. It's calm amidst all of the things going on, demand is soaring, and people are starting to look below the surface.

Ruth Kudzi: As I said, last time, anyone can come online, there's no barriers to entry. But if you want a business that's going to be around long term you're looking at creating a sustainable business. It's a business that is based on integrity, and actually having the qualifications to deliver, and the training to deliver for your clients.

Ruth Kudzi: If you're interested, please come and check out the Kudzi Coach Academy. We start our next cohort in February and May 2021. There is an early bird, if you're listening to this before the end of 2020. So, come check us out. You'll see that we offer more over and above many of the qualifications online. And we are committed to helping our clients build coaching businesses, as well as become great coaches. I'll see you next time. Remember, if you enjoyed this, please like it, share and give me a rating. I'd love to hear Insta Stories, how you're finding his podcast. 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.

