

THE COACHING HUB

Podcast Episode 62 - Transitioning from mentoring to coaching

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Hello and welcome to the coaching hub podcast with me, your host, Ruth kid feet. 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, or 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. Sorry. Welcome to the coaching hub or calf today. I'm a catalyst.

He is a social entrepreneur coach, and she's going to be talking to us about transitioning from mentoring to coaching and why she believes that's a better offer for her clients. So welcome Kat. Hi Ray. Thanks for having me on the podcast. It's great to have you. So what is a social entrepreneur coach? So I've been helping social entrepreneurs and social enterprise leaders and founders for the last three and a half years to set up and grow their businesses. And for anybody that doesn't know what a social enterprise is, it's a particular new approach to business where you have a very clear social or environmental mission. And that that mission is sort of drives the decisions of how you operate your business and that that's equal or give them more focused on generating profits. So they're still profitable businesses and generating profits still important, but the sole purpose of a business is not to necessarily maximize those profits for shareholders it's to maximize the positive social, environmental impact.

That's aligned to the mission. Brilliant. And what got you into this? What got you into doing the Sasha? Yeah, so I've always worked in the social impact arena, I suppose, working in charities and not-for-profits, and when I first started my career, but in 2013, me and my friend were given an amazing opportunity to take over an education program. And at that point, my friend had just finished her masters in business and community. That was very much around social enterprise. And she suggested we turn the organization,

which had been run as a, a not-for-profit sort of voluntary organization into a social enterprise with a trading income focus. And that's what we did. We took over an organization called solution. Well, we turned it into and we became called solutions for the planet's eight years on it's still running very successfully. I'm still a director. I'm no longer operational in that organization, but Jen runs an amazing organization with her growing team and we deliver the program pre COVID to about 4,000 teenagers a year. Um, and that's all around inspiring the next generation of scientists, technologists, engineers, and change makers with a focus on sustainability and the green economy.

That sounds amazing. I didn't know that. So we'll have to talk about that a different time. Okay. So you've, you've got that background. Do you went into, I'm guessing from if that was seven years, you had about three and a half years that, and then you set up your own mentoring business.

Yeah, I was really when I stepped away from solutions to the planet, I really wanted to stay in the sessions prosector and through the three and a half years that I've been doing that operationally, I've learned so much, we've been in a lot of pair education programs and accelerator programs, et cetera, that loads about what other social enterprises were doing. I mean, Jen had quite rapid success in selling our program to corporates and then using this as a method and, and particularly selling it and not asking for sponsorship. And that's obviously very common in the third sector. Yeah. And I was really interested in, well, how is, what is it that we did differently? Why we're up here is really struggling to generate income and funds and position themselves, whether it was to corporates or to anybody really through that reflection, I was really wanting to help more social enterprise.

There was so many social enterprises out there that are doing amazing work and could be doing such amazing work if only they have sustainable business models. So I want it to help them create those sustainable business models. And when I started, I focused on helping them position and communicate the impact that they had better to whoever it was that they were trying to seek income from whether that was individual consumers, corporates, funders, or the public sector. And that's kind of, I still do a bit of that, but now it's more general increasingly business coaching that also around it's evolved to look at pricing and mindset. And particularly because I work with women, building their confidence around positioning themselves to generate wealth and income in their business. And I work a lot around challenging this perception that because they're doing good work, it has to be free or cheap or low like below market value that actually we should be charging significantly more for the work that we do because we are changing the way the world is. So I do a lot of work around money mindset and helping female social entrepreneurs be confident in their pricing and charge what they're worth and the value that, that, and the change that creating

Big smile in my face. Yeah. We're changing the way that the Wells is, is run and what is going well. Like how valuable is that?

Absolutely. Yeah. And it's really important. And I just think we have to make the shift to businesses that are actually creating positive contribution rather than depleting resources and causing the social issues that we're trying to tackle. So,

So what made you then think, okay, I'm going to add some formal coaching and being really upfront hair cat is on our current cohort, the coach training. What made you think I'm gonna ask them for more coaching to what I did? Cause it sounds like you've got a lot of experience and you were, you were helping people a lot with what you do. What made you think to add coaches?

I think I was really looking at my business growth and development and where I wanted to go over the next, over the longterm really. Like where was I heading? How was I going to grow the business? And one of the things I really want to be able to do or wanted to be able to do is work with leaders of bigger organizations. So even if they were socially bigger social enterprises than what I'm used to working with, or much further down the line or businesses that were transitioning to do more social impact or environmental work, I want it to feel more confident and able to do more coaching with executive leaders. And I felt that having, or two things, I felt that having the accreditation would be really helpful for that. But I think more so the drive, I really recognized weaknesses in my own, what I thought was coaching, which I realize now it much more mentoring, but I think I was feeling at the limits of my capability to the kind of clients that I was now attracting.

And I really I've never had any formal training. So I really wanted to sort of just deepen my knowledge, awareness and skillset in that coaching. And I think also I realized a part of me realized that a lot of my clients were becoming quite dependent on me. And now I can see that was very much because I was mentoring them and giving them the advice and guidance and suggestions and answers. Whereas I really want it to help them see how amazing they were, um, help them find their institutions, which I think is the power of coaching writing.

I love it. So how are you now transitioning from the mental business into, into coaching? Yeah.

Yeah. It hasn't been easy. I think the course has been incredible. I will say that it's been really helpful to understand the difference between what I was doing. You know, that was now much more mentoring, some coaching. I definitely think I've been using some coaching approaches, but it wasn't pure coaching. And I can see now that I can have both methods in my business, but that they are different and there's different times for them. And I can see the benefit of having a stronger coaching skillset to really help my existing

clients with those mindset things. We can actually unlock some of the limiting beliefs and the challenges that they're facing in ways that help them actually find their own solutions. Rather than me saying, I think you should do this, or I've tried this approach or I've seen other people do this, which never really, it felt fine for a while.

And then I just felt it didn't feel in alignment with actually what I truly believe that everybody does have the answers, you know, and they have their own approach and that their own approach is the right way. So I think coaching enables me to feel much more in alignment with my values, by helping my clients find their truth, their answers, and feel more confident in their ability to lead themselves, which has always been one of my big messages. But I think when you're just mentoring people, it's really hard to enable people to lead themselves when you're not helping them to do that.

Yeah. Cause I was looking at it. Yay.

Exactly. And I don't want any of my clients to be dependent on me. I want my clients to work with me for a period of time and then go off and do their amazing work. So I think transitioning from mentoring to coaching has been an amazing, like I'm really enjoying, exploring how I can help people in a different way through coaching, but you know, it hasn't been without its challenges over there. I'm only what I think I'm six weeks into the program, into the class in challenging to kind of really shift my mind and think, how am I going to do my business differently? And how can I, how am I, I suppose, positioning myself with my clients, what results can I get them from mentoring to coaching? Because it was much more certain I think with mentoring in one sense, I actually, I'm not sure I really believe that anyway, but

[inaudible] still, I'm not sure if I really believe that what's going on.

I felt it was more certain because I knew, I knew I knew what had worked for me and I was happy sharing that information with before. I think it felt, and it has felt less than certainly with coaching because you don't know where the client's going to go. But I think what I have really dug into and lean on now is that that is for me, part of my core values that my clients know their own answers and I just want to help them find those. And also because one of the reasons I set up my business to help a variety of social enterprises is because I'm very multi-passionate and I couldn't decide what business to do myself. That was just one thing. So for me, being able to work with a whole range of organizations that do all sorts of incredible things means that coaching actually means that I can work with much more diverse organizations because I don't need to have the answers. I don't need to know what they need to do. I can just support people to get the results they want to see. So yeah, it feels much more empowering for me. I'm like, it's actually,

It's so funny where you stopped yourself then. Cause it, like, when you talk about coaching, your voice completely lights up. Yeah. So what next for you? Hmm.

I think, um, at the moment in my business, I'm kind of really figuring out what I'm offering in terms of whether I combine the mentoring and coaching, whether they're uniquely different. And also I think going back to why I initially started thinking about doing the coaching and growing my business. So I've actually forgotten about that a little bit. And I'm like, well, I think a big focus for me is if this is, you know, I'm doing it, I'm investing in this training, I'm, you know, working at becoming a coach. Then I need to push myself to go and work with those people that, you know, I really want to work with as well so that I can challenge myself and be a better coach and also just build my business because I think there are limits to how many founders I can work with. And I think there's other opportunities that are out there through working with other leaders of bigger organizations as well. So I think in the future, that's where I'm heading is just evolving my business a bit.

Okay. So if people are interested in finding out more about you, so I'm sure lots and lots of people well, because your story that you've shared has had, yeah. It's definitely made me want to find out more. Can they find you online?

I'm on Instagram at CA lacak coaching. So that's K a T L U C K I C K coaching or on Facebook. I've got a great community called the impact entrepreneurs club. And I'm also, I've got a website which is Sharon pact.org. So people can find me there.

Brilliant. I think that anyone here who is currently a mentor and thinking about adding coaching, I don't think you could actually be

Not convinced by you. Kat. Thank you. Ray has been really lovely talking to you. Thank you for listening to the coaching hub podcast with me, Ruth Cathy. If you enjoy this, I would love you to join my Facebook group, the coaching community for more of the same.