

THE COACHING HUB

Podcast Episode 64 - Performance Coaching

So performance coaching is working with an individual or in my case, teams and organizations as well to help them become the best version of themselves and to keep building on that. So they've got a holistic success in their life. And if we're looking at the business side as well, holistic success there for their teams and everybody. So it's all about being the best version of them.

Hello and welcome to the coaching hub podcast with me, your host, Ruth could see 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, pastoral development, business development, and 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. Hello and welcome to the coaching hub. I have got the brilliant on B

Is someone who did the first round of my coach training. And she's somebody that if you do my coach training, you may know because she not only does some of the calls for future people on the training. She's also somebody who's involved in the training and assessing it now. So Claire is a performance coach and business mentor, and she's going to be talking today about expanding her business into include performance coaching as an accredited coach and what this means. So welcome, Claire. I'm really excited to be speaking to you.

Hi, thank you for inviting me along. Yeah. I'm looking forward to this to be great. So let's,

Let's talk about a bit of your journey because you have been coaching and mentoring for quite a long time when you came to the course, hadn't you?

Yeah. I, so as you said, I trained with it. Do you know? I was just thinking back in the years, I seem to have like canceled out 2020 in my brain. I'm thinking, what year was it? Yeah, so, yeah. So prior to that, I started coaching mentoring back in 2016, really? And then I did your training course, and then that's when I added the extra layers of performance coaching to it. Yeah. So knocking on five years now

And you added it in the performance coaching. So I want, I want you to tell everyone what a performance coach does, because I know that there's, there's lots of people online who said their performance coaches, and it's all about lifting heavy weights and getting up at 4:00 AM. So what is it? Performance?

Okay. Uh, it is not, that is not the, the high-octane alpha male banging on your chest sheltered and rural. And that is what it is not what it is. It is. It's working with people to enhance all aspects and areas of their life so they can perform and be the best version of themselves. And that's, that's like a lifelong journey that we all go on. Um, and what kinda like drew me to this is I'm so passionate about not being unfold. You know, people live in fulfilled lives and not just plodding along and being unfulfilled. And that came, that came from, uh, a life experience of my own. Um, a number of years ago now, 15, 16 years ago, where I had a life-threatening episode where I nearly died and recovering from that really made me think, do you know what? We're not here forever.

Number one, number two, whatever you do be happy. And number three, let's do the best we can do while we're here and be the best version of ourselves. And that's where the performance comes in because, you know, invariably, there are some areas of our life where we want to enhance it and be more so we might want a better work-life blend. We might want more focus on our home life. We might want more focus on our confidence or our mindset. So performance coaching is working with an individual or in my case, teams and organizations as well to help them become the best version of themselves and to keep building on that. So they've got a holistic success in their life. And if we're looking at the business side as well, holistic success there for their teams and everybody. So it's all about being the best version of themselves.

Brilliant. So really the best version of yourself is very personal. Isn't it? Is it personal with teams as well

With the teams it's aligned with where they, the organization or the team want to go, but yes, it is personalized because not one size fits all of what that organization or that team is wanting to achieve. So yes, it's still personalized. So, so for instance, if I think about a team, not a work environment, but a team, I swung the channel relay in a team. Now we had a goal and we wanted to perform at our best to accomplish that goal as a team. So it can work. Yeah. Yes. You've got personal goals, but you've got the team goal. So, so like I say, I'll go with that was to finish it successfully, to finish it in a certain timeframe, to have fun along the way to create memories. And so, yeah, it, it works with teams as well, and it's aligned to whatever the, the, the team goal is for that high performance for them.

So by adding in this accredited, so you are in an ICF accredited coach. Now you're an ACC. I know before we got on here, we're talking about you being PCC very, very scene.

What was it about adding coaching, the existing mentoring that really, that really inspired you and really made you think, okay, I want to add something else.

Okay. So it's, two-fold with me I years and years ago, I wanted to become a coach and I had a conversation with somebody and kind of like took that advice on board, which I shouldn't have done whereby they kind of like talked me out of it. So I was sat on this, want to be a coach book for a number of years. And so it was something that had always been, been itching with me. So that was, that was, that was the, in the, in the subconscious. But then as I was working with my clients from a mentoring perspective and sometimes consultancy, I was aware that there was more that I could have done with them. And there was a deeper depth I could have gone to. And also sometimes you can accelerate further when you've got more tools and you know, what questions to ask.

And I absolutely know that now being on the other side of being a coach. So I think that you can give more, more to everybody that you work with when you've got the, the coaching skills, but I wanted to expand and change who I was working with. I can, I can business mentor, you know, cause I've been various businesses from bricks and mortar to service, to product over the last 25 years. So I've got the mentor in knowledge, but I was aware that there was more places I could take through the coach. And, and, you know, with a mentor, you can only go as far as you've gone yourself. So I can only impart my direct knowledge and experience with, you know, it, you know, I'm talking to the converted here, but obviously we believe that the client's got all the answers in that and it's down to us to partner with them so they can come to their own conclusion. So, so when I'm coaching, we can go far beyond where I've ever been personally from a mentoring point of view and that excited me. And that's what I love about this by, you know, helping people awaken that true higher self with all really

Brilliant. So awakening that, that higher Sao. So how do you, how does the way that you work with your clients? How has that changed since you started adding in the performance element?

Well, I've become much less if I need directive now, like I say, that's the thing with mentoring. It's very much, um, do this, do that. So the way that I worked, the way that I work now, as I believe people get, you know, way more results because it's not my way or the highway, which is in the mentoring kind of aspects. And, and the way that I work with them is like I say, they just get the results. And I worked with them more holistically, which is what I like, because we look at the whole C you can't separate. If we're talking about, if I work working with somebody, who's got their own business or working in a business, you can't separate the role that they play in their business or the founder from the business or the entrepreneur from the business, because it's integral, we're entirely one. And so to help both the person and the business, this is where the performance coaching comes in.

So all the goals personally, professionally can be achieved when we do, when we do it from a coaching point of view,

I love that. So it's actually about that holistic element. So it's going to, it's going to help people with every aspect

A hundred percent, because like I say, you don't there's no, we can't separate the two. And so for instance, I've got a client at the moment, who's been working with a pure business coach and she was aware that there was something missing. So she wanted to look at within her aims and objectives of a business, which is where the performance coaches come in. Now, the transformations that have happened in four sessions with this particular lady are just phenomenal because she was quite right. She knew that there was something else. So we've been able to make, or she's been able through coaching to make changes with her lifestyle, with her relationships, with our own health. And in turn, they've clearly helped within the business. She's made some key business decisions that quite honestly, truthfully, she she's told me that she wouldn't have made had she had not looked at the other aspects of her herself in its entirety. So the two go hand in hand,

They really do. And I love the fact that, you know, you're, you're saying this and you're saying this modestly, but actually it's, you know, we as coaches, it's about us as well. Like we know that we often need to do that work on ourselves. The reason that we're not moving forward in our business, and the reason that we're not doing this is generally about something to do with us. Rather than that, we don't know what to do or that it might be a limiting belief. It might be as a way that we view things. It might be that we've, hadn't experienced in the past has impacted how we want to move forward now. But there's so many different things that can be there. But if you have a coach who's also a mentor, then that able to help you unpack what is stopping you. And what's really going on underneath the surface tape.

Oh, absolutely. And a lot of the time it can be poor habits that we've got into the, just got into the system of, or we've just got into, but fresh eyes coming in, looking at it. And like you say, we genuinely, genuinely, we do know. And, and our clients know that there's something that we're not doing, but like I say, habits are very, very strong when the good, the great, when the bad, they can be really paralyzing to some people. And so some work that I do is, is helping people form or the habits that they want to do. You know, if they're aware that they're holding themselves back from any aspect of procrastination, they've gotten to the habit of this, or they've gotten to the habit of not sleeping very well. I've gotten the habit of, well completely the other side, I've got a lady who's an absolute workaholic where we're working on that to bring more fun and balance into her life.

And that's purely down to the habit that she's got into. So, so yeah, working on all these different and do you know what it's so varied? It's the end game is one in the same. It's all

about a better version of ourselves. That's what it's all about with the performance and building on that and maintaining that and growing that and thriving from that. But there's always the same kind of attributes that we need to work on to get out to that other side. And I love that journey. I love seeing, I love seeing the transformations. I love seeing the awakenings. I love seeing the way it impacts, because the thing is when we work on ourselves from a performance point of view, we help our families around us. We help our partners. We help people who are working in our business. We help our clients.

So the ripple effect is phenomenal just by somebody taking the action on deciding to take a closer look at themselves on how they can show up better for themselves. And again, you know, some people have viewed it as like, am I being selfish, you know, wanting to spend time and money and working on myself. And it's like, no, absolutely not. Because if you're not performing to your best, and if you're not, you know, looking at yourself first and foremost, then you no good to anybody else anyway. So I think it's a real selfless thing to do to actually do this work on ourselves. So then impact greater around us in all areas of our life, where we show up,

I'm smiling away here. Claire, what would you say to somebody like you? Here's how the business has been successful and is considering asking coaching and getting a professional certification.

Uh, do you know what I would say, just do it because it can further enhance your business so much open up new pathways for you to develop and grow your business. But also what I found really phenomenal and unexpected and benefited as much from, as, from the professional side for my business was the personal development. Like for some reason, when I entered into the coach training, I just did not factor in the personal development side and the coaching that I would be doing, like the peer coaching and working in the triads and working within, you know, doing the coaching. I did it completely like didn't enter into my brain and that's what we were going through. I could feel my own personal transformation happening and that impacted on every area of my life. It changed how I had conversations with my kids. And actually when we were in the middle of our training, like as the pandemic hit, that was a real amazing time for me to have this additional coaching going on.

Because like I say, I was able to deal with external circumstances. It just in a different way and a better way to, than what I would've done. So the coach in the personal coaching that happens in the person transformation development is just off the scale and I'll know where it can take your business again is, is just, it adds so many strings to your bow ads, different what I call routes to market, where you can direct your business and who you can work with and what you can do. And I think it's one of the best things I've done for myself professionally without a shadow of a doubt over the last 20 odd years. Because when you invest in yourself, it's the best investment. We all kind of like probably buy into that for

the fact that people that were listening to this podcast, but investing in yourself and in your business, if you can't help, but benefit from it in every way, shape or form. So anybody's on the fence. I would just dive straight in and embrace all the learnings and all the avenues that can take you and really just go for it. Just go for it without question.

I love that. I love, I love all of that, that you've just said, and yeah, yeah. Actually being coached. So being coached intensively in the coaching program is everybody says, wow. And I see the changes in people and it is, it just demonstrates the power of coaching. So Claire, you're all well, not obviously to everyone listening, but obviously to being here, you're somebody that I value highly. And I love the fact that you have talked about how performance coaching having this end and having that personalization, working with people who are less Stickleby has made such a difference to your clients and in fact to UT. So if people want to find you online, where can they come and check you out and get to know you a bit better?

Okay. So my website is just simply Claire brumby.com. Um, and then if you want to find me on Twitter and Facebook and Instagram, that's at the clever and B, I'm also a clubhouse. So you'll find me that. And if you want to email me@helloartclubfromb.com,

Thank you so much, Pat your homo. Welcome. Thank you for inviting me along. Thank you for listening to the coaching hub podcast with me, Ruth curtsy. 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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