

THE COACHING HUB

Podcast Episode 65 - How coach training helped us change our businesses, especially during lockdown

Hello, welcome to the coaching hub of costs. We've may your host Ruth kid feet. If you're a coach or your 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. Welcome to the coaching hub podcast. I am absolutely delighted to have you,

Somebody who I've got to know over the last three years and she's somebody he used to do. My PR, she actually sucks me from being a PR client, and we're going to have hair. Why is Natalie tries? Natalie is a author, coach and mentor. She did the coach training course in 2020. She's an accredited coach now in 2021. And she's going to be sharing how coaching and doing the coach training helped change, not only her business, but also her life. So, Natalie, I couldn't be more happy to have you on here.

Oh, thank you, Ruth and I am. Yeah, I'm delighted to be talking to you today. So thank you very much for asking me it's an absolute joy.

So shall we go to that clickbait, Natalie? Me as a client. So people listening might be thinking, Oh my gosh, what did day? But what is the reality behind that? Behind that headline?

No worries. Didn't do anything. It's all. I mean, you were a great clients work with as a PR person, but I think that, yeah, sitting here now, I think it was probably a year ago where I actually lost pretty much all of my PR work. And while it did come back with great clients like you, I had started my coach training and for me locked down was just this kind of tidal wave of change. And it probably kind of knocked me sideways to begin with. And then as I started to scramble forwards, I actually realized that I just had fallen out of love with my career. I think that I had kind of come along a couple of times. So obviously when, when

my son had lots of surgery, I stopped for a while and I went back because it's what I knew. So it was comfortable.

It was easy. I was well-known in the industry. So I had a lot of connections, but it just didn't, you know, we talk about sparking you with joy and making your heart. It just didn't, they just didn't. And I think it was really taking part in the coaching to see the impact that had, has me, who someone was having a lot of coaching as part of the training, but also the impact that you can make on other people's lives. And I just would have those conversations thinking, actually, I remember when we were training and it was that kind of conflict. I can't say too much because Ruth is my PR clients, but actually I don't want that to be my client anymore, but I still want it to be my friends. So you're really tall. And it's that kind of idea. Well, you're really good at it.

Yes, but it doesn't mean that I want to do it anymore and that's really difficult to step away from. But I think if you're not, if you weren't going to step away from it, then during a pandemic, when, you know, we could do really whatever we wanted to do, because we had an a, in a certain sense, a safety net, when are we going to do it? Did I want to still be doing PR in five, 10 years? No, I didn't. Because it wasn't particularly, you know, the getting you in rights magazine yet. That's the challenge that I just didn't crack, but you know, it wasn't, it wasn't, I'm still waiting to see you in there, but it just wasn't the same thrill and I'd done it for such a long time that it felt like, yeah, it's, I guess it was kind of like a divorce in a way. And it's, it's, it's been a really interesting journey of kind of self discovery and strength and being able to also practice what you preach because as a coach, if you're working with clients and they want to change, and you're kind of still stuck in a world that you don't want to be in that value of truth and honesty kind of sticks.

Yeah. I love the fact. So doing the training, you started to realize that actually what you built up, wasn't what you wanted.

No, it was, it was what was expected. I think come I'd get caught up with the idea of, you know, I had lots of clients making lots of money. I was writing a book. I could comfortably call myself an expert and, you know, it's kind of like getting swept up in all of that stuff, but actually in your heart thinking, God, I've got to do this again today. And I think for me, that was the most soul destroying thing because it wasn't what I wanted to do, but I didn't have the courage to tell anyone, especially not my clients.

Yeah. So what gave you the courage?

Well, anyone who knows me will kind of know my encounter with reading on teams. And for me, that was kind of like the last straw in so much as I sacked people like you, but I still was kind of doing it. And then I was reading. So I was reading on saying I was listening to it. And she, she just said, I just tell him we don't disappoint someone else. We disappoint

ourselves. And I literally stopped my car, went up to my office and I, I just wrote all my existing clients and said, I'm closing the business on the 1st of December. And that was it. And I had actually written that in my diary back in July, I think, because even then I knew I didn't want to do it anymore. And I just thought if I have to write one press release or pitch one more journalist, I think I might cry.

And it was, yeah, if not, if not now, when, when, when am I going to do that? Yeah. And it was, yeah. And I've never, you know, I've never looked back. I can't say that, you know, as we were talking before we started the recording, it's, it's kind of like going through a divorce process of having a career of such a long amount of time, spent 33 years and being so entrenched in that world to now be a part of another world is exciting. But also there is still that fear of I was the expert and now I'm so it's, you know, it's the coaching skills that we learned during the training of the reframing and the future pacing and you know, who do I want to be? How do I want my life to feel? So that benefit of the coaching of not only being able to now coach other people, but to self coach, which I remember you using that as a kind of concept when we first, when we all met up in London before COVID away.

Oh yeah. When we could eat food together and blow our noses. But you know, that, that idea back then of, Oh, how do you future pace and how do you self coach? It was so foreign, even though I guess I've mentored people in the past and trained them, really doing the training was a huge self-development curve as well as a business move. Yeah. It helped you with everything. Yeah. Even down to my coaching, my kids through COVID using positive psychology, three good things a day, let's take away some of that anxiety of where we might be going. So totally opened my eyes to another way of, of being, and trusting myself more to make those calls without having to check in with 600 people before I did it.

That is so powerful. Trusting yourself more to make those calls.

Yeah. Because it's all, it was always the thing before. What do you think? What do you, what do you think actually? Yeah. Even when you finish that conversation with someone you'll distill the person inside your head, it's what you think. And having that self-awareness and belief. And I think that is what coaching generally does is it's bringing that self-awareness to the, to the front and knowing actually I can't stay where I am. Yeah. Yeah.

Because coaching is always about moving forward. Isn't it? So, and not staying where you are is so, so important and you definitely haven't stayed where you are. Like in the last year you have left a career, started a coaching business. You're also mentoring and lecturing at universities aren't you? Yep. Got a book deal.

Yeah. Yeah. I mean, it's sad. It's been, uh, it has been a big year whilst there has been other stuff going on. I think that being given the freedom of lockdown, which sounds like, you know, just that sounds ridiculous. But I have found that it has given me the space to look at how I want to coach or whoever wants to coach and, and who I can help. And, but yeah, also the book and having again, the courage to go out there and put myself forward to big publishers and to get that so that I can then build that into my business as well. Has, has been brilliant.

You say there about the courage, having that courage to go to publishes. So what's going on there?

I think there's all, there's always this element and I, I'm pretty sure it's the kind of comparisons on social media, what you need to have to have those kinds of things. And you know, I've already published two books. One was a small traditional publisher. One was hybrids. And I was very much determined that if I, or when I wrote a third book, I wanted, for whatever reason, maybe ego, I wanted it to be with a big publisher. I want to kind of have that romantic notion of Korean and sex in the city. And you know, I'm like, how do you want out? I want to see my book and water stains for me. That is that, that is a kind of a dream that I've always had. So while sneakily, I put the other ones on a shelf and took a photo of them just for fun.

Come on, guys. It's been in the library, but the library took it properly for me. That's kind of like, okay, that that's, that's what I want. And I really, this book is about relocating, which, you know, we did extremely successfully. We live by the sea Devon. And again, that for me was hugely liberating to be able to pack away the dresses and the Jimmy Choos and live in flip-flops and cutoffs and, and to be, to being me. And I think that is a, that is a lifelong journey. But when you learn to be you, that gives you courage. Anyway, it's slightly, I do love the word courage. I love courage, Olsen of curious, which is something else that crops up in the training. You know, it's had the curiosity to be courageous, to step into who you are. And if you're not, you know, I'm not the PR person anymore or study my own PR, I don't want to be that person anymore.

And I also, I also think that just kind of looking at the state of media, what's been going on the past year. It's so loaded. It's so triggering. Did I want to be part of that anymore? No, I didn't want to be part of that circus. I'm happy to, to do it on my terms, but it kind of felt a bit grubby in the end and it's yeah. You just think, well, I would rather get out of bed. So I, I posted something on Facebook this morning. I woke up thinking, Oh, it's Thursday. Oh God, it's Thursday. And then I realized it was Friday and I kind of just stopped this Hugh grant moment when he dances across the corridor. Yes. Because that Friday is a coaching day for me. So yeah. I just think we're almost, you know, be careful be safe when you're out and the coffee yourselves for conditions from such a young age to be careful, not courageous, but actually if you can, you know, I always use the Blendoor

thing, but we can do hard things. We don't always think we can. And I think on reflection during my life, I've done a lot of hard things, but I know also how hard is it can be to do that because people we'd like to be safe and secure. And I think that the coach training really brought all of this up for me and I could then see it in other people and it keeps us stuck and it keeps us small. And you know, I'm, I'm, I'm not tall, but I wasn't put on this earth to be small.

Definitely not on this app to be smart.

No. So you think, okay, we've got one chance. So what is it that we, that we want to create? Well, I've created the PR, I've got stacks of coverage and I've got, you know, all that stuff that, that is one chapter and the training gave me a whole new book, not just a new chapter.

I love that the training gave me a whole new book, not a new chapter.

Yeah. A whole new book for all of my clients as well to see that I'm not, I really do practice what I preach. Mm it's not all shiny and blesser. And sometimes it's, you stumble and you make mistakes. But I think that is the thing that hopefully people can relate to with me is that I'm quite real and truthful.

I think it's a hundred percent something that people can relate to for you. And I think that people like to see that they'd like to understand that it doesn't have to be shiny and glittery for it to be it to mean something. I mean, we go through life thinking that stuff has to be a certain way or fairly certain way, but actually it's more about, okay, let's look at these brave things. That's ma let's do these things that we've been scared of. Let's actually take action. And

Absolutely, I think when I wrote my first book cast life at the beginning, I mean, it is for parents who have children with hip displace, who like my son and I say, it's. You not want to have to go through those bots. You can get through it. And you know, that, that was what, 11 years ago, I started on that journey. And it's still true now because we were late with his appointment. And I know that it could be something I don't want to hear you get through this, you get through this stuff. But if you pretend it's easy, then I think it, you're not being, you're not being truthful and honest. So I think, you know, even at the beginning of the training, I think I wrote it in the blog post. I freaked out something we've got to pay for this training and now I've lost all my work.

And it's no, actually that was probably the best money I ever spent that my true, our best money I spent, but both at the same time you see, because the trailer we bought, we lots of love there's during lockdown. And the training actually gave me a real focus. And I would say it was, you know, it was a lifesaver working with you, the other people on the

course, it really was almost like, okay, this, this is a gift that took me through that time and created not only a new business, but also new friendships and belief. So for me, it has been massively transformational.

So what would you say, somebody that is considering the coach training

Without, without a doubt, because you know what, I think you can go and research other things and you can do the 29 pound courses and you can put it off. And I would say, if you've been thinking about, you know, I had no hesitation. And the interesting thing is, as you know, when I signed up, I was launching my PR book. My business was on the outside, hugely successful, but it was almost like there was something else to play. Um, and I'll be forever grateful that I took that on. And just, you know, I think if you're curious about it, that's for a reason. And I think that if you don't do it, you'll watch other people going through it and see how it's helping them. And that FOMO will be real for a good reason.

Thank you so much for your time. You know, I always appreciate it. And I love speaking to you.

It's been great. Thank you so much.

We need them. We need them just to let you know, or you to let them know where they can find you online. If it was common.

Yeah. They can find me on Instagram is probably the best place at the moment. Say Nestle tries one. There's not many Nestle choices in the world. I think there's a badminton player. Um, not the badminton player, sadly. She's not. Yeah. It's pretty easy to find me. Or you can, you can find me on Amazon. Yeah. That you can find it.

Yeah. Thank you very much, Ruth. It's been a pleasure. Thank you so much. Thank you for listening to the coaching hub podcast with me, Ruth, Kathy, if you enjoy this, I would love you to join my Facebook group, the coaching community for more of the Fe.

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