

THE COACHING HUB

Podcast Episode 73 - Online coaching truths

We see so many people who are selling their result. And of course, I'm all for celebrating your success. I think celebrating your success shows what's possible, but let's look at real results. Let's really start to interrogate. Is this person that might pass them for me? Can they help me get the results? Right.

I desire. Hello, welcome to the coaching hub podcast with me. Your host, Ruth could fee 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. We've got a GC on today. So

In the online space, it does seem that if somebody has got to six figures, people then think that they are the perfect person to help others get to six figures. I am going to be blasting through some myths here, and I'm going to be talking about actually the difference between mentoring and coaching, how many people do a blend, um, what is actually important in my opinion, from a consumer point of view. So I always laugh at the, okay, I've got to six figures. I can show you how to T and I'm not going to deny that. I'm sure that I've used some of this in my marketing in the past. I'm not perfect because I tell you what people buy it. People love that story, but let's really go under the skin hair. You could have got to six figures selling programs to get people to six figures.

I know, honestly, you could love, I'm not saying that you have, and I'm not saying that these mentors have, and I definitely that wasn't the way that I did it. However, we really need to be more informed as consumers. We know that the coaching industry is currently going through a massive shakeup, the more and more accredited certified coaches year on year, both in the UK and the us. And that is because the industry is changing. People are wanting a certain level of training. Now I'm not saying that every great coach needs to be accredited, but I do believe that to be a great coach, you do need appropriate training

and experience. They marry together. And as a coach, you could be the most skillful person at getting someone to go from seven to eight figures. Or maybe you are an amazing coach at getting people to deliver Ted, or maybe you're an amazing coach at helping people write best-selling books, but you've done none of those things.

So does that mean that you don't have credibility, that you're helping people to write books like the brilliant Jessica Killingly, but you haven't actually read in a book. I know that when I'm looking for a coach or a mentor, I don't really care about what they've done. I care about what they can help others do. So have the other clients, Whitten bestselling books. How'd the other clients got Ted talks, have the other clients really scaled their business from seven to eight figures or whatever it is that you want to do. Have the other clients develop that confidence have the other clients. Do you see the thing here? When we talk about ourselves as individuals and what we have achieved, we're doing that through our lens. And I really have so much more respect when I'm looking at somebody and they're talking about their client results, but they're talking about what they help others achieve.

Because actually, if we're always doing things through our lens, I can help you grow a six figure coaching business. I can help you grow a six-figure and trainee business. I can help you grow a seven figure, combined coaching and training business. But if I'm helping you grow an exact replica of my business, then that probably isn't going to work because you're not me because you don't have my experience. You don't have my skillset. You don't have all of the things that make me unique. And yes, as a mentor, I do work with coaches and I do work with people who operate training businesses. And I do support people as a mentor, but I'm not getting them to grow identikit businesses. And the reason that people come to me as a mentor coach is because I'm able to not only demonstrate my results, but I'm able to talk about the people that I work with, who I've taken to six figures in.

And I hate to say this, Oh my gosh, the people that I work with that have gone to six figures within six months or a year of working with me now, just to be very, very clear. These people have put in the work, they had the framework and foundations that already say, I am not a magician. I am not here to say that that is going to be the norm, but actually those results of my clients are the things that speak volumes. The fact that people get results, wherever that is going to consistent 5k consistent 10 K the first 15 came up the first 50 K month, 750 K bells, whatever it may be because my skillset is about supporting them and asking them the right questions. So they can start to the best decisions that will move them forward. And overcoming those obstacles. Now I work with some incredibly talented people who maybe aren't quite where they want to end up yet, but they're really skilled at what they do.

They're great coaches or the great consultants, and they can help their clients get results and they do again and again and again. And it always makes me ponder and reflect on human psychology that we are. So these dreams aren't, we we're. So this look at me, I was sleeping in my car or walking in McDonald's and now I've got a seven figure business. And I'm living in a lovely house of an infinity pool, maybe in Bali, maybe in LA. And you know, this too can be yours. If you sign up to my 50 K program or whatever it may be, and I will show you the exact steps I took. I don't care about those exact steps you took. Maybe you were working 20 hours a day. Maybe you had your dad pay for it, or maybe you were doing things that were maybe a bit shady.

I'm not interested in the steps that you took. I'm interested in how, what you teach or how you coach gets people results. And I really think there's starting to be a change around this. And equally is a change from both sides. Because what I see is I see people who are like, you know, and I'm really clear when I work with private clients. Most of my private clients come to me around, you know, they're kind of between five and 10 K a month. And if they're like, okay, I'm on five, came out. So I want to get to consistent. 10 came out. We talk about that business. We talk about that business module. And generally within six months, if that not, if they're above, then obviously we can look because we can see like, what are the things that need to change? But if people are at the beginning, it's going to take them a lot longer.

Maybe it's that first thousand pound month. And what we need to understand is who is the expert at different areas. Who's the person who's got those results with people at different areas of where they're at in their business, or maybe it's about their relationship or their relationship with their self. I laugh as well when people are saying, okay, well you call be a relationship coach. If you've got failed relationships, well, why, why not being a relationship coach doesn't mean that you're telling people to have a relationship that will be a relationship mentor. Being a relationship coach means really that you're doing what you're doing. Like I said, in the last episode, you're coaching the entire person. So you're coaching the pathogen to build better relationships with their self and others. So actually, if don't have experience in what we're doing, if we're working with people as a coach, I'm talking about now, not as a mentor, but as a coach and a pure coach, we can be more curious.

And part of coaching is about being non-judgemental. So if we're working with somebody in a different industry or who's experiencing a problem that we haven't experienced, it is so much easier to be non-judgemental. It is so much easier not to be getting involved in transference and projection with our clients where we are imposing, even unconsciously, our experience onto them. What people seem to fail to understand is that we are all individuals. So my experience because of my context, because of my past experience, my experience with something is going to be different to yours. And your

experience is going to be different to the person sitting next to T your perception, your lens, the way that you see the world is different. So even if you took my whole business module and everything I've done, and you replicated it, you wouldn't get the same results. So why do we believe that somebody's success is enough for them to actually help us to be more successful in whatever field that is?

Yeah. I have to say this. And I say it with a little bit of an embarrassment on my face, but I'm a good mom. Like, I'm a good mom. My kids are happy. We have a great relationship. Probably not perfect. Of course I'm not, but I know that I'm a good mum. I'm confident in that, but I wouldn't coach somebody. And I wouldn't ever say that, you know, I am an expert. And because I'm where I am now as a mom, the I can help you too. I can't, I can't, you know, because your experience is different to mine and yes, know, understanding that somebody can do it for themselves. Great. And maybe we want a mentor, that's done it for themselves, but then we want to see that they can do it for others to Taki Moore, who was a great mentor and coach of mine.

Speaker 1 ([11:18](#)):

I won't have him for nearly two years. He had a program at that time called Blackbelt. And one of the years I worked with him. His goal was to get 50 people to a million dollars within a year. And I think he got 51 now, for me, he's getting the results. But actually it's the fact that his clients are, and he was a, more of a mentor than a coach, but he was exceptional at that. So. Okay. Yeah. Great. That guy's getting results. I want to work with him, but in the online space and especially, I'm going to say the female online entrepreneurial space, we see a lot and I don't know why it's more female. Maybe it's because I see more of my feed. So it may not just be female. That may be my lens and my bias. We see so many people who are selling their result.

And of course, I'm all for celebrating your success. I think celebrating your success shows what's possible, but let's look at real results. Let's really start to interrogate. Is this person, the right person for me, can they help me get the result that I desire? And that means that they don't need to be earning mega bucks, even if that's your goal, because maybe you need a leadership coach, or maybe you need a resilience coach, or maybe you actually need a mindset coach, somebody who is skilled and trained to help you work through what is going on for you. Some of the most powerful coaching that I've had. And again, I'm going to name, drop them is with a lady called Susie Kemp. Susie actually does stuff in my growth mastermind. And she took me through this process called the spiral. I'm now a spiral practitioner T and that process really helped me align with my purpose, which has helped me shape and change my business and has really brought me a lot of success.

I chose CZ because there was something about her that really resonated with me. And I believed that the work could get me the result that I wanted and I was right. And I know

that she helps others get results, including those in my mastermind. So today I really want you to reflect on this, who are you choosing to walk alongside you? Who are you choosing to challenge you and to take you to that next level, and how are you making that choice? And there's that choice working out for you. And remember, we do need to take responsibility. Of course, there are charlatans and there are people in any profession who aren't what they seem, but when we're working with somebody, we need to ask ourselves all we going all in. All we bringing our whole self. All we actually being honest about what's going on with us, because nobody is able to coach a mentor. You effectively, if you're not bringing your whole self. So it's about ownership from us, but also about asking those questions so that we are making the right decision. I'd love to know

Any of your thoughts from this episode. And of course, I'd love you to come over and join me and my Facebook group, the coaching community. Enjoy your time. Thank you for listening to the coaching hub podcast with me. Ruth could say, if you enjoy this, I would love you to join my Facebook group, the coaching community for more of the faith.

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