

THE COACHING HUB

Podcast Episode 74 - Why You Need to be Trained

If we are wanting to build our businesses and we're wanting to actually build longterm profitable businesses, we need to invest in our own training and development.

Hello, welcome to the coaching hub podcast with me. Your host, Ruth could see if you're a coach or your coaching. Curious, this is a place for you. We're going to be talking all things, coaching, pastoral development, um, business development, and a really fun one. 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, the ethics of operating as a coach

Without appropriate training and therefore without appropriate insurance. I am going that in today's episode. And the reason being is that I'm seeing more and more people say, well, if you've got the natural skills as a coach, you can just go and start and do it. And I want to talk about the dangers of this. So first of all, when we're operating as coaches and when we're operating is any professional, one of the requirements that we need as a professional is professional indemnity insurance. So we need to make sure that we are fully protected and that not only protects us, but it protects our clients. Now, if you are not trained or in training as a coach, even if you do have professional indemnity insurance, if this is what you're offering, you are probably not legally covered. Now I know for me, I'm going to do a couple of comparisons.

I wouldn't like to go to a hairdresser who, for whatever reason, the dye and I have a lot of dye on my hair. Trust me, the dye on my hat. Didn't quite work. And I had a bad result. Maybe I had, you know, maybe something happened to my skin. So then I, um, looked at compensation because maybe it was something to suit me. It wasn't really the hairdresser that was being completely neg, like negligent. And I found out that they weren't insured. So therefore, first of all, it could destroy that business and their reputation. But second of all, I mean, it could destroy that business cause you could take them to court and that would be it. And this is what we really need to think about again, if somebody serviced

our car and they didn't have the right training and qualifications. So why do we believe that?

Looking after all things, our car or looking after our outward appearance is more important than looking after our mind. This is why I really want to go today because I see so many people saying, okay, coach training is expensive. Yes, training, anything is expensive. And of course, as an organization, Optimist, we offer a couple of funded places on each one of our, each one of our cohorts. We also offer pro bono coaching through our cohorts. Um, and I know that there are a variety of ways that people can get support if they are long-term unemployed and looking to start a coaching business that that's support to train. And we really need to move away from this idea that because in online business, anybody can start a business. The question is, are we actually starting a business based on our training and our experience, are we actually starting a business where we can ethically say, yes, we've got these skills.

We have works on what we're doing. And I know that that dialogue and the narrative has been very, very different online. And what I'm not talking about is I'm not talking about course creators and mentors who are learning from their ex her teaching from their experience. And there is a gray area. Of course there was always gray areas where somebody might have been working as an internal coach or working as a coach during an organization, or like I was working as doing elements of coaching in their job. And so I know for me, when I came to coaching, I was doing coaching as part of my role as a senior leader. And I was doing coaching externally to that. So I was working with organizations as a leadership coach on a pro bono basis. And through that, I had lots of training. I had lots of support to grow.

However, why not? I went to start up my business. I was aware that when I looked into the actual business startup and I guess my advantages that I, I was a business teacher and I had some business experience when I looked at that, I was like, okay. So one of the things that you need when you're a business is you need professional indemnity insurance. Otherwise you're playing a very risky game and it was saying, okay, so do you have appropriate training? Hmm. Okay. I've had training. I've had a week long trip. Well, I've had, I've had, you know, weeks here and there of training, but did I really have appropriate training to call myself a coach? And the answer was, no, I didn't feel that I did. I done a number of different courses, but actually I wanted to ensure that what I was doing was professionals on a level with what I w what I'd been doing before as a qualified teacher.

And that meant that I needed to study. And actually through that study, I found that there was some great training and courses and some that were lacking. And that was part of the reason that I then developed my own course and the Optimist Coach Academy. But I guess

for any of us, it's really about thinking, are we doing a business right now to make some money? Is this a short-term thing, or is this a long-term sustainable business that we're building? Do we want to actually build something that is built on firm foundations? So if we are coaching and as a coach, I'm talking about, you know, pure coaching where we're working with the individual, it's very, very much client focused. It's, non-directive, it's about what is going on for them. If we are doing that, why are we saying that is okay to work with somebody's mind and not have appropriate training?

Because that training is a cost because that training is expensive because that training takes time, energy, and effort. And I think that the consumers on the market are going to be well, they are increasingly becoming more discerning because if you are investing a significant amount of money and getting somebody to help you, any aspect of your life, you want to know that they are taking it seriously, and that they have invested the time, the energy, and yes, the money in making this a priority for themselves. And I know that when we're talking contextually, that is easier for some people to do this than others. I equally have people on my course that are working full time and funding the training. And we know, and we can get into an ethical debate about anything that, you know, it's expensive to train. Of course it is, it is expensive to train in anything because it is a scale.

And as I have said, whether it be a carpenter or a doctor or an accountant or a teacher, you would expect them to have trained in that scale if they're working for you. So I really want to have this honest conversation, this of the market conversation about the fact that if we are wanting to build our businesses and we're wanting to actually build long-term profitable businesses, we need to invest in our own training and development. Or some of you may be lucky enough for your organizations where you're currently working to do part of that investment. I know that, um, I've in the past, had my organization paid for my master's in psychology, which much of that is relevant now, but that wasn't the training that was relevant to coaching. I needed to have specific training because as much as anyone believes that it is something that some people are naturally better at than others, I can say after years of experience, that being naturally good gets you somewhere being highly scaled is about practicing.

It's about refining. It's about having feedback. It's about people saying to you, have you thought about this or that was great. Let's discuss this. And this, to be honest is part of an ongoing process of development. And I truly believe that if we want to develop as individuals, we have to commit to that development. And what I'm seeing is this influx of people who are like, oh, okay, well maybe I can be a cage because other things haven't worked out. And that doesn't mean that they can't, it really doesn't, but it does mean about putting some thought into the process about why you're doing this, putting some thought into the process about how you're building a sustainable business, about the way that you're protecting yourself and your clients about why it's important to ensure that

you have the right skills and you have the right expertise and that you can know how to flag trauma and trauma responses, and that you can ensure that you're doing no psychological harm.

I can't believe 10 minutes in that is the first time that I've mentioned that, but it's so important if we are not trained professionals. And I'm talking about coaching specifically, and we know that this can go into counseling, psychotherapy, hypnotherapy, um, so many other modalities, but if we are not trained professionals, how do we ensure that we're doing no harm? How do we ensure that we are actually holding a safe space for our clients? Because for me, that is one of the most important things as a practicing coach, the ID that I ensure that the space that I create is safe, it's inclusive. And to do that, I need to have the knowledge about what are the red flags? What are the boundaries? Why can't I go, why can't I go and be really clear when I contract with my clients about what I'm providing, it's so easy to start a business.

Nowadays, it's much more difficult to start a business that will be sustainable, and that will be here for the long term. And for me, that investment in making sure whatever your business is that you have the right training, the right insurance, and that you're doing things in a way that serves your clients and serves you. That is how you build a sustainable business. And yes, of course, then you need to have your marketing skills on top of that. So this is not about mentors or consultants, because actually they have that wealth of experience already, which means that, yeah, if you've been working as a marketing, a marketing for 20 years to work as a marketing mentor, and you may call yourself a coaches shorthand, but if you're working on someone's marketing, brilliant, you can start a business pretty much straight away from scratch. And you can get insurance because you are working within your area of expertise.

But when we're talking about retraining, when we're talking about coaching, and when we're talking about that psychological intervention, which to an extent coaching is we need to look at training. We need to step away from this idea that because you're a great listener, you're not going to do any harm and you don't need insurance because it's not true. And these harmful messages are meaning that there are more and more people who are having negative experiences. And for me, that is not okay. I would love to know your thoughts on this. I'm Ruth, [inaudible] the CEO of optimist coach academy and the owner of Ruth Kinsey coaching. I am very passionate about

The reason that we all need to be appropriate, appropriately, trained, whatever feel when I'd love to know your thoughts.

Take thank

You for listening to the coaching hub podcast with me. Ruth could see if you enjoy this. I would love you to join my Facebook group, the coaching community for more.

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