

## Raising the Bar. For the Sake of... What?

Clients will get value from your coaching if you do nothing more than listen deeply and ask curious questions. For most, no one else is doing that for them. Just the fact that they take the time out of their week to look intently at their lives will result in more alignment with what they want.

And that's not really enough. That would be settling for the bare bones minimum and what most of us want is for our clients to live the life that is truly possible for them — a rich, robust, fully expressed life.

We don't want our clients to sell out for the easy, comfortable minimum. We can't let our coaching suffer from the same. This course raises the bar and keeps raising the bar on what the coach delivers, because clients see it as the model and measure for what they expect from themselves.

We raise the bar on the “power” of the coaching, not for the sake of the coach's ego but to raise the bar on the life that our clients can have. We don't coach to earn admiration or to be well liked or approved of — that's not the foundation we're standing on. We coach so that clients can break through their self-defeating stories, envision what is soul inspiring for them in their world, and stay on track to create it. We coach to evoke transformation.

Finding a more powerful level for your coaching is for the sake of the client. Why would you hold back?