

# The Truth About Success Coaching-Book Excerpt

Free Excerpt from the book **Exploring Coaching | Chapter 19- Success Coaching**

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## Success Coaching

History teaches us that the secret to success is a passion and purpose that transcends difficulty and obstacles. Literature gives us mythical heroes who have painted vivid pictures of success journeys that are fraught with purpose, obstacles and challenge. What can we learn about success from history, from life experience and from myth? We can learn that success lies in our ability to access our personal talent, energy and to attain satisfaction and happiness. Success requires the courage and the honesty to unleash the awesome power of our natural talents and to illuminate the purpose that we were meant to fulfill. If you want to attain true success, you need, in Joseph Campbell's words "to follow your bliss".

While the orthodox definitions of success have changed as our society has evolved from agrarian, to industrial, to knowledge based, the heart of true success is a sense of personal satisfaction and accomplishment that is nourished and grows with purpose, vision and action.

## What is Success Coaching Like?

Success coaching is a courageous adventure, a magical synergy between client and coach. It is a labor of love and acceptance that takes coach and client into a special place of purpose, passion and action. Excellent success coaching is far more than moving a client along a path of personal and professional strategies and accomplishment of goals. It is a co-collaboration of client and coach, an ongoing dialogue of non-judgment, acceptance and freedom which illuminates the client's true brilliance and true purpose.

Success coaching is engaging, passionate purposeful work that allows you to see clients grow and gain in many different areas of their lives and careers. It touches all aspects of work and existence. It is a journey of courage, excitement and challenge that is full of twists and turns, of known and unknown. It is a reflection and expression of all that our client truly wants and needs to be. As clients begin to flex their success muscles, to stretch out of the comfort zone, they move into a place that speaks loudly to who they truly are and what they truly want... magic happens. The magic starts when they begin to speak to translating their knowledge and truth into passion, vision and action. It requires that each part of our life, each dimension of our value system work in combination to great a successful, satisfactory whole.

### **What you need to be a Success Coach**

Excellent success coaching requires the right combination of education and life experience that has given the success coach a broad experience with personal success and also failure. You need to have achieved success and to have experienced failure in order to help a client reach his/her apex of personal and professional excellence and satisfaction. It requires individuals who are not only trained in coaching, but work with mind and heart aligned to excavate the true seedbed of a client's success through a journey of trial, error and accomplishment.

Excellent success coaching requires that the coach remove his

or her perspective of success in order to truly understand the perspective of the client. The success coach has to totally let go of his/her personal understanding of success in order to understand what success truly means to the client. It is only through honest, confidential, safe communication that we can move clients to a place of illumination, personal growth and potential that will allow them to fulfill their destiny of choice. To do so, coaches must understand that there is a special place where we let go of intellect and fuse with the special purpose of our client, to illuminate their personal and professional best, their success path. It is a dance of appreciation; a tango of acceptance and service that necessitates being able to change the tune, change the steps to meet the best purpose and passion of the client. Success for our clients and for ourselves as success coaches is based on honestly accessing what gives and has meaning, relevance, passion and purpose for the client and in so doing to work hand in hand to develop a greater personal understanding of purpose and passion and ways to translate them into effective, ongoing action and motivation.

### **The Path to Positive Transformation**

Success coaching requires a particular ability to facilitate the client's courage for self awareness, and his/her willingness to move past the intellectual in order to combine mind, body and soul in a path of positive transformation. Sometimes a client's personal definition of success changes through coaching, other times clients may find that success was clearer and nearer to what they were doing than they anticipated. Some coaching sessions bring great revelation, others acceptance of the realization of patterns and actions that sabotage success. Success coaching sessions are always alive with new possibilities and can evoke the best and the worst in clients as they move past their self imposed limitations and the expectations of others to a place of true passion, purpose and action. It requires the courage, commitment, confidentiality and mutual respect to move out of

the comfort zone of the known in order to explore values, vision and mission. It is the juncture of honest communication, awareness, passion and purpose. It is a place where the success coach can reach beyond the intellectual and the tangible to excavate and access the client's power and purpose in order to develop new strategies and perspectives of full engagement, satisfaction and success.

### **The Market for Success Coaching**

Success coaching is an investment in personal awareness and accomplishment that a client must have the financial latitude and the personal commitment to engage in. The market for success coaching is enormous, and will continue to expand as we face the reality of a rapidly changing work and personal world. I have little doubt that in due course success coaching will in turn spawn off specific niches of success coaching that recognize different areas of focus. Reality tells us that we will all continue to grapple with personal, professional and societal change, and that the forward motion, the velocity of change will challenge our ability to truly reach an honest point of self awareness in order to determine what we need want and must do to attain success can best be accomplished by the co-collaborative, co-creative energy that success coaching brings to the table. The greatest most important business that any of us have is the business of our life, the realization of personal success and satisfaction.

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