

## 10 Reason You Might Need a Coach

Let me ask you a question. Why does an athlete need a coach?

Well, sometimes it is to help sort out a technical problem that is holding back performance but mostly a coach is there to encourage the athlete, keep him/her focused and motivated, and to draw out his/her best performance. In other words to guide them to successful outcomes

At the end of the day, it is the athlete himself who runs the race, scores the goal or hits the golf ball but the coach is there to remind the athlete of their potential, and their goal, supporting them to get from where they are to where they want to be.

In business, and in work, the individual is often left to pursue their own goals, manage their own business or careers and, of course, to make their own mistakes.

There are always outside advisors available, such as accountants, lawyers and consultants, but they are usually focused on problem solving. Tell them the problem (or they will tell you) and they tell you the answer – their answer.

There is a saying that ‘if your only tool is a hammer, you begin to see everything as a nail.’ That’s why the advice from accountants, marketers, engineers and HR people can be one sided.

If you can’t define the problem for him, your advisor is unlikely to be able to offer a solution.

Which brings us to the Business/Personal Coach.

### **10 Reasons You Might Need A Coach.**

1. Your business should be more profitable but you’re unsure how to make that happen. It’s not achieving its potential.
2. Your management team or staff are not performing to their potential.
3. You are having difficulties in setting priorities. You are ‘all over the place’! You’re indecisive. You feel stuck.
4. You have issues that you are having difficulty in addressing. You are ignoring the ‘elephant in the corner’
5. You procrastinate. You are easily distracted. You can’t concentrate.
6. You are suffering from stress. You’re surrounded by it. You can’t ‘turn off’.

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7. You have just taken up a new job, or you have been promoted, and you are facing new challenges. You want to succeed but you're uncertain about what is expected of you. You're nervous.
8. You lack personal goals or a sense of direction. Your work/life balance is lopsided.
9. You are not succeeding in your job and job satisfaction is on the floor.
10. You have career issues – feel lost, need to change, insecure, dissatisfied, jobless.

A good coach/mentor provides the confidential support and the 'thinking environment' you need to help you clarify and achieve your goals for yourself, your staff and your business. Your coach is totally on your side.

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