



CURE Counseling

Life Coaching

Dr. C. Steven Shaffer: Life Coach Specialist

A life coach offers support and guidance to people wanting to change their personal or professional circumstances. Life coaches help people to identify their goals and work with them to create action plans to achieve them. Encouragement and advice can be given in areas such as achieving work-life balance, career or job changes, personal relationships, diet and weight loss issues, financial management and increasing self-confidence. The life coaching process can address almost any area of the client's life, as long as the client is able to commit to taking action to achieve positive change.



Coaching differs significantly from counseling and psychotherapy services. It helps clients look to the future and set appropriate goals, whereas counseling and associated therapy services examine what has occurred in the client's past and offer advice on how to deal with issues arising from their previous experiences.

What is the profession of personal and business coaching?

Coaching is helping an individual, team or business produce a desired result by co-creating awareness and solutions.

Coaching is adding things: concepts, solutions, clarity, accountability.

Coaching is removing things: limiting beliefs, assumptions, environmental blocks, conflicting intentions.

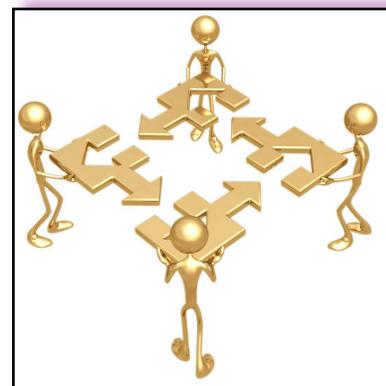
LIFE COACHES:

1. Honor the client as the expert in his/her life and work.
2. Believe individuals are naturally creative and resourceful people.
3. Are professionally trained in a defined body of knowledge based on applied research that builds specific competencies.
4. Customize their approach for each client's evolving needs.
5. Build client-directed partnerships that are confidential, neutral, nonjudgmental, trusting, collaborative supportive, focused on action, growth and results.
6. Honor standards of ethical conduct.
7. Provide tools, support and structure to help clients produce effective results more efficiently.

Why do people hire a coach trained in the profession of coaching?

Just like athletes and performers, people hire coaches to help them:

1. Assess interests, talents and needs.
2. Go beyond what they can do alone.
3. Achieve business and personal goals.
4. Solve a problem.
5. Improve relationships.
6. Gain clarity and focus.
7. Obtain a fresh perspective.
8. Change attitudes and behaviors.
9. Accelerate progress and results.
10. Discover untapped possibilities.



Why does coaching work?

1. Coaching elicits the client's natural wisdom and creativity.
2. Coaching creates synergy.
3. Coaching involves a natural pull toward achievement.
4. Coaching aligns with the client's personal development style and speed.
5. Coaching supports sustainable change.

Why is coaching becoming so popular?

1. An increasing number of people are no longer willing to sacrifice their time, health, and important relationships to achieve success.
2. An increasing number of people are willing to invest the time, energy and resources to reach their goals based on a strategic and purposeful design.
3. An increasing number of people realize an objective, nonjudgmental perspective offers them a dynamic edge to efficient, effective success.
4. An increasing number of people have experienced **professional coaching** and know it works.