

## Getting Ready for Coaching

### How will you know you are ready for coaching?

#### *You are ready for coaching if:*

- You believe you can learn and change
- You have a good reason to change and care enough to commit
- You believe coaching can benefit you as a leader
- You're willing to be directly involved in identifying what to change, and the plan of action
- With the right coach, you're willing to be open and to experiment with new ideas
- You will make the time to follow through
- Your role at work gives you opportunities to follow through and practice job-embedded changes
- There are people at work and elsewhere who can give you feedback and support through your development process

### What is Coaching?

#### *Comparing coaching with consulting, mentoring and therapy:*

There are three main distinctions between coaching, and analogous fields like consulting, therapy, and mentoring. These distinctions are based in who acts as the expert, what the purpose is, and what time orientation is involved.

With Consulting and Mentoring, and even athletic coaching, there's an implied dynamic of expert and student, with the expert owning the knowledge base.

In Therapy, the focus is on mining the past for healing.

In contrast, Coaching is an equal partnership of two experts. The coach is an expert in a process for facilitating change. The client is an expert in their own work and life. In Coaching, the focus is on the future, and is action-oriented.

#### *What happens in coaching?*

As I coach, I am your facilitator, literally, someone who makes things easier ('facile') for you. In a series of conversations with you over a period of time, I support you to reach your objective - whatever it may be. How do I do this? My job is to create the conditions to draw out your best thinking so that you can see new perspectives, generate new ideas, and experiment with new ways of being. I do this by listening, and by using tools, frameworks and asking questions to pull learning from your own knowledge and experience. Then, I support you in finding your own choices and solutions, and in designing your own action steps. Finally, I am

your accountability partner for follow through.

### **Criteria for choosing your coach:**

1. Code of Ethics - What ethical standards do they follow?
2. Coach Education - Do they have coach-specific training and a coaching credential?
3. Context - Does the coach have other experience relevant to you?
4. Chemistry - Does this coach feel like someone you can be open with, and trust? The coach-client relationship is key. You must feel a connection between you and your coach so that you to feel free to experiment with making changes.

## **Why consider Marilyn Osborne ACC, ACPC, CPA CA Executive Coach?**

### **A special note to Leaders who are CPA CA's:**

#### **I understand your context.**

I was trained as a CA and worked in public accounting and consulting. I know the challenge of managing risk while building a practice. And of being on call for clients, with staff and colleagues not always on call for you. Coaching can help you navigate these and other business challenges with more ease.

#### **Here's what one client, a CPA CA, has to say:**

“When I need someone to help me put a problem outside of myself and find a way forward, what my coach does is support me to suspend my tension, and convert that strong emotion into something much more productive. Marilyn provides an unbiased perspective, and sees who I am and tells me what she sees. She has my best interests at heart. She's independent and objective and helps me realize ‘it's all solvable.’” *Christopher Wood, CPA CA, Partner, PriceWaterhouseCoopers*

#### **Let's talk.**

I know your context and specialize in your field. I'm practical and results oriented, and as an ICF Certified Coach, I use evidence-based methods to support development for leaders. I have life experience (am married and have 3 adult children plus a dog) and have a sense of humour ...yet none of this matters unless you feel that chemistry is there.

To schedule an introductory call with Marilyn Osborne, Executive Coach, contact [marilyn@osbornecoaching.com](mailto:marilyn@osbornecoaching.com)

