



Why We Need Coaches

People are social animals by nature. That means we are meant to live in communities with one another. It also means that we thrive through our connections to each other within those communities. We live together, eat together, work together, play together, celebrate together and commiserate together. We derive pleasure from good conversations, from touch, from a smile or a gesture. We also live in a modern world of fast-paced movement, cell phones, information overload, and isolation.

Once upon a time (and for some, still), we lived in smaller communities where everyone knew everyone else and was most likely related to them. We had community leaders, spiritual and religious leaders, elders, healers, and other people whom we knew we could go to in times of decision or trouble. We knew they would support us and guide us. We trusted them to listen to our sorrows, offer advice, and made decisions based on what was best for the person and the community and anyone else affected. These leaders were often wise and mostly unbiased on a personal level. They were respected for and sought out when those skills were needed.

As our communities have grown global and we've moved farther away from these traditions and traditional ways of living, we've lost some of those people and the roles they played in our lives, but we haven't lost the needs we've always had for what they can do for us. We still have leaders in our faith communities, neighborhood organizations, business networking groups, online chat groups, and all of the other things we are involved with. We have family and friends near and far who offer guidance and support. But who in our lives do we rely on to be the people who truly listen to us, to hear us on a deep level and encourage us to live up to our potential and connect with us deeply? Who do we trust to keep our information confidential and relay back to us the important ideas we have and help us navigate the course we will take into the future?

Coaches are great leaders to take on these roles. A coach's main job is to empower his or her clients to meet their chosen goals and live up to their potential. They do this through listening deeply and asking powerful questions and having a strong sense of curiosity. The coach's focus is always on you and what you want to do. You may be struggling with problems or questions that you don't want to share with the people who are in your life because you know how they will respond and you want a different response. You may be seeking honest evaluations of what is really possible in the next stage of your life. You may simply want a new perspective. These are all things coaches provide, and so much more!

Find out more about coaching by contacting a local coach!

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