



**Sherry B. Jordan**  
**Life Coach and Counselor**

## **Put Me in Coach**

Would your life be more ideal if you improved your health, climbed the corporate ladder, balanced your home and work life or started the business you have always dreamed of? Do you want to live your best life, to find the ultimate in peace and happiness? Having your best life, like having your best game, takes effort. That effort includes training and dedication.

Professional athletes do not just wander on the playing field one day and find that they are champions. They start with a dream and follow it up with a “program” to be the best! That includes dedication to training and practice. It requires prioritization, often means sacrifice and yes, someone dedicated to keeping them on focused on their goals.

Every professional athlete has a “coach”. The on-going relationship that focuses on them and the action they must take to realize their vision, goals, or desires. It can be the difference between raw talent and a world class performance. The same powerful relationship is available to you. A life coach can assist you in discovering what you want in life and in unlocking your own potential to achieve it.

When I mention life coaching, I am frequently asked a few questions. Here are the answers people are generally looking for:

**What is life coaching?** Life coaching is about people generating answers to their own questions, looking inside for solutions. A life coach helps you to discover what is already there and empowers you to invent something new.

**Is coaching different from counseling?** Life coaching is based on a positive psychological counseling approach. While mental health counseling is often focused on past events and issues, coaching is a future based endeavor that asks the client to consider where they are today and where they want to go versus where they have been.

**Are all coaches qualified?** Like all professions, some coaches are more qualified and have more experience than others. Today there is no state or national requirement for licensure or certification, but that does not mean that you should not seek out the individual with the best credentials and experience compatible with your goals.

**What should I look for in a life coach?** Be sure to seek out someone who has the training and education you need to help you reach your specific goals. If you want to improve your business performance, search for someone who has business experience in their background. If your main goal is to improve your health, focus on coaches that have medical, physical fitness or dietary backgrounds. The internet is a great resource. Look carefully at the biographical information and ask for references. Certifications from the established organizations such as the International Coaching Federation or better yet,

formal education such as a Masters or Doctorate in Psychology are indications that an individual has training in counseling or consultative techniques to help you uncover your goals, strengths and talents and identify your challenges.

**How does the process work?** Coaching sessions are conducted both in person and long distance via telephone or internet. They generally last 45 minutes to 2 hours depending on the program and the client's goals. Every session begins with reflection and should end with assignments or projects designed for the client to take some action. Some coaches make themselves available between sessions. Others are strictly available by appointment. If you are a busy executive, look for a coach that will come to you.

What are you prepared to do to have the life you want? Sitting on the sidelines may get you a good view, but you will never have the thrill of running across the goal line or hear the swish of the basket. Getting the most out of life takes action. If you have trouble motivating yourself to take action, try investing in a life coach, investing in yourself.

**Sherry B. Jordan, is a Business Coach and Management Consultant** with Northwest Coaching Group. She can assist you in identifying solutions to management, career or organizational challenges and set strategies reach your ideal outcome. For more information, visit [www.northwestcoachinggroup.com](http://www.northwestcoachinggroup.com) or call 503-954-4118

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