

# CHRISTIAN COACHING

A magazine for coaches who make a difference



Growth

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# Letter from the Editor

## “Life” Coaching

**A**lmost every time I teach a coaching class, one of the students asks me about the difference between various forms of coaching. I typically respond with distinctions between life coaching, performance coaching, and executive coaching.

The truth is that all coaching is life coaching; coaching brings forth life for a client, a company, a church, a team, a community, a family, or anyone touched by the coaching relationship.

Certainly there are niches in the coaching world, but no matter our clientele, we help them and those around them live better and experience more of life. A business leader who sets and reaches a corporate goal effects hundreds or perhaps thousands of lives by making a difference for her employees. A pastor who is coached to become a better leader nurtures the life of a congregation and a community. A stay-at-home mother who is coached to find balance and purpose amidst the craziness of caring for twin toddlers experiences life-giving rejuvenation for herself and her family.

Coaching makes a real difference. When you've been a professional coach, you can sometimes lose sight of the life-giving difference you make for those you coach and those in your clients' communities and families.

Let me remind you that what you do matters. Like the bearer of God's image that you are, you bring forth life through your words and the attention you invest in those you coach.

And if you coach informally, you also make a difference. When you listen to your neighbor, you let her know that she matters and the attention you share nourishes her soul. The powerful questions you ask your friend or spouse or children generate the light of awareness that animates new ideas, new actions, and new results.

In this issue of Christian Coaching Magazine, I'm reminded by our authors that coaching opens up new possibilities for those we coach, and for us. When we coach, we expose our clients and ourselves to the God-honoring habits that bring forth abundance in our lives.

# An Invitation to Dance

## What Can Happen When a Coaching Relationship Succeeds?

by Sim Hassler and Paul Burns

Every coaching relationship involves three persons: the coach, the client, and the Spirit of God. Following is brief account of how a coach and a client experienced the same coaching relationship. Rev. Sim Hassler, ACC and Rev. Paul Burns are ministry leaders living in Nashville, Tennessee.

### **Sim's Observations**

Many growing people have asked, "How do I get from here to there?"

Coaching is an invitation to dance – not around in circles – but across the room from where we are now to where we want to be.

Paul and I began to dance – to coach and be coached – some time ago. He, a Presbyterian, asked me, a Baptist, to coach him around the subject of evangelism. Paul asked, "How do I lead my congregation to bring people in our surrounding community to salvation in Christ?"

For me, the first step was to hear him and what he wanted – not to hear me and what I wanted. Although I had been a pulpit pastor for forty years, Paul didn't ask, "How would *you* lead my congregation to bring people in our surrounding community to salvation in Christ?"

I had to intentionally free myself to move step by step with him, not stepping on his toes with my agenda in this area of keen interest to me. As a result, we've continued to dance for three years now, across an ever changing room.

The greatest joy for me is to be a partner in his dance. I have seen him soaring to new heights as a person and a professional: Paul has retired a church debt, begun and handed off a community youth basketball program, adopted a son, written a book on prayer evangelism, secured a grant for developing coaching excellence in him and some peers, and entered a seminary program for a doctorate in coaching.

Who knows where he wants to go next from here to there. He continues to invite me to partner with (coach) him. Let the new dance begin!

### **Paul's Observations**

I've known Sim for about five years through a weekly pastors' prayer group. Though I liked and respected him very much, I was hesitant to accept his invitation to enter into a coaching relationship. Sim, a Southern Baptist, and me, a Presbyterian of the USA persuasion? It just could not work! We would be stumbling all over the dance floor and probably end up in a fight.

But he needed a guinea pig and I was his friend, so I said “yes.”

I had no knowledge of coaching and no expectation of benefit before our first meeting. I honestly imagined that it would be an hour of Sim telling me what I ought to do differently. I was wrong. In fact, I could not have been more wrong.

In our first session, I discovered more about my calling than I had in my first two years of ministry. I am not sure I understand how it happened, but the word evangelism escaped my mouth and it has been my passion ever since.

I remember leaving that session feeling like I had been allowed to talk about myself and my hopes for the first time in a long time. As a pastor, I do the listening. But as a client I do the dreaming. Three years later I can hardly believe how God has blessed me through the process of coaching.

Not only has coaching been an essential tool for my own life, personally and vocationally, it has become a valuable tool to me as a Christian leader. Whether as pastor of the church I serve, as the chair of congregational development for my region within my denomination, or amongst my peers, coaching allows me to lead through empowerment and encouragement. It allows those around me to become more effective.

In Sim, I feel like I have a partner who is there for me; to listen to my audacious dreams, to help me to shape them into reality, and to celebrate successes and discoveries. And though we started as friends, our friendship has grown further than I could have imagined. We have become true spiritual brothers. When that session is over and he takes the coach hat off and puts his friend hat

on the dance continues better than ever. We can really cut a rug.

### **The Third Partner**

Human partnership can certainly yield wonderful things. Our relationship has shown us this over and over again. But there are moments when something happens that neither of us can account for; a discovery that comes from nowhere or even just a subtle feeling that we are not alone in our conversation.

The Christian coaching relationship is not a mere two person dance. There is a third partner: the Holy Spirit. He is always present, I suppose, but there are times when the Spirit emerges powerfully, lifting and spinning us both beyond our human steps and moves. These are the moments we pray and live for.

A coach must never forget the leadership of the Holy Spirit in the coaching process. Perhaps it might be better to say the Spirit is the music to which we dance. We listen for the rhythm and the tempo. We listen for modulations and crescendos. And sometimes we must listen very carefully when there is silence. For in those moments, a new song is about to begin that requires a new step and sometimes a new partner.

Coaching is intimate work. One cannot sit on the side and bark out commands. Both the coach and the person being coached must both be engaged. Sometimes the coach must lead, other times the person being coach must lead, and you never really know where the music will lead you. But if you trust it, you will be led right into the promised land of God’s design.

# God's Question Marks

## The Questions of Scripture

by Mary Selzer, ACC



There are over 3,200 questions in the Bible, an average of almost 50 per book! God Himself asked around 450 of those questions, which means there is significance and power in questions.

I appreciate the fact that asking powerful questions is a major coaching skill. The right question asked at the right time in the right way can be incredibly effective and leave a long-lasting mark on the person being coached. Let's look at some of the marks left by God's questions.

### **His questions lead to change**

God asks questions not because He needs to hear the answer, but because *we* need to hear the answer. When He asked Jacob "*What is your name?*" (Gen. 32:27), He obviously knew the answer. But Jacob needed to hear his own voice confessing, "*I am a deceiver.*" With that bit of reality made evident, God changed Jacob's name to Israel. Then He changed the way he walked.

### **His questions reveal truth**

Even His closed-ended questions pack punch. Consider Jesus' question to the invalid - "*Do you want to get well?*" (John 5:6). The poor man was caught. If he responded "yes," then Jesus could have challenged him about why he didn't try to get into the pool where the miracles were taking place. If he responded "no," then he would be revealing the condition of a heart that didn't want to change. Toward the end of the story, Jesus challenged the man to stop sinning, indicating that the condition of his heart was more important than the condition of his legs.

### **His questions bring perspective**

Chapters 38 to 41 in the book of Job contain a litany of questions from God. The list begins with a real zinger - "*Who is this that darkens My counsel with words without knowledge?*" (38:2). Then He continues with over 70 rhetorical questions that compare the smallness of man to the greatness of God. Read them. By the time you reach the end of chapter 41, you'll

feel pretty insignificant; but you will be much more aware of the greatness of God. And any revelation about God puts things in perspective.

### **His questions bring awareness**

When Elijah ran to Mt. Sinai to escape from Jezebel, two times God asked him, “*What are you doing here?*” (I Kings 19:9). Elijah had gone to Mt. Sinai without being directed by God; and God’s question was intended to make Elijah aware of the reality of his situation. As a result, God instructed him to go back the way he came and complete unfinished business. An encouraged, empowered and fully aware Elijah obeyed.

### **His questions give hope**

In Isaiah 66:9, He asks, “*Do I bring to the moment of birth and not give delivery?*” This question served as a reminder to Israel that when

God makes a promise, He delivers. God’s gestation period may just be a little longer than 9 months.

In His question-asking, God modeled a perfect blend of courage and selflessness. He asked tough questions without apology and, in the midst of the person’s momentary discomfort, He generously left marks of encouragement, hope and healing.

What will it take for you to follow the Perfect Model and leave question marks?

Scriptures are quoted from the NIV *Life in the Spirit Bible*, Zondervan.

**Mary Selzer**, ACC is a coach, coach trainer and ministry leader living in Michigan.



# My Experience Coaching at North Point

by Fran LaMattina, MCC

*Fran LaMattina introduced North Point Ministries to professional coaching. She served on our staff for many years, and during that time her coaching helped our leaders maximize their potential within the organization. She continues to lend her expertise, and both individuals and teams benefit from her investment. Fran has been an invaluable asset to North Point.*

Andy Stanley  
Senior Pastor  
North Point Ministries

**J**ust like any business, churches have their own unique organizational cultures.

Small churches are very different from mega churches. Size is only one of the variables that make coaching in one church different from another. As a result, there's no clear tactic to take in approaching a church for coaching services or one formula for coaching church leaders. Organizations are live organisms: because they are made up of people, God made each one of them unique.

Over the past fourteen years, I've had the privilege of coaching leaders at North Point Community Church, a mega-church under the leadership of Andy Stanley. North Point Ministries consists of five Atlanta area campuses and over thirty strategic partnerships in the United States and around the world. In addition, I have coached many other pastors and church teams outside the North Point system. If that weren't enough, I've had the privilege of coaching many non-profit executive directors and their teams. Some might say I'm a glutton

for punishment as it relates to this specific niche of clients!

However, I must admit that I love it, and consider myself a blessed woman for the practice God has brought my way. It is very uplifting to further kingdom efforts and work with leaders who predominantly care about personal, spiritual and professional growth that is scripturally based. There's an underlying desire to do the right thing rather than be blinded by personal ambition. These organizations are typically more relational than expedient, and care as much for the individual as the overall good.

But there are coaching opportunities in these organizations. Church and ministry leaders are not usually trained in leadership principles and sometimes do not know simple business practices. Being ministry focused, they may ignore important goals and financial responsibilities without coaching. Those who are very compassionate struggle with objectivity and proactive planning. Teamwork and working with elders and board members is often challenging to those who have not been trained in

these areas. Training in areas like emotional intelligence is an opening through which many coaches can help these leaders.

We are all a work in progress, and church and ministry leaders are no different. As always, the coachability of the leader sets the tone of the organization. Working with church and ministry leaders who understand human growth and development is an opportunity to leverage our professional skills for the kingdom of God. What can be better?

**Fran LaMattina**, MCC is the President and Founder of Strategies for Greatness, LLC, a consultative coaching practice that serves leaders of organizations, individuals, and work teams to be more effective at what matters most to them. Fran has established a niche with organizational leaders, especially in the areas of strategic planning and emotional intelligence.



## When was the last time you answered one of God's questions?

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# Shepherding a New Flock



## What Is a Pastor Without a Congregation?

by Rev. Janetta Cravens Boyd

**P**astors are shepherds. The metaphor we associate with clergy harkens to Jesus' description of himself: a shepherd leading a flock. "I am the 'good shepherd,'" Jesus promises, "The sheep know my voice and they listen to me." A shepherd has a recognizable voice and being a minister certainly requires enough talking to make it a possibility. But I hadn't preached in front of a congregation in several months, hadn't been in a church building in weeks, no one had called me "pastor" for some time. Yet I was ordained clergy in the Christian Church (Disciples of Christ) called to ministry, but not presently serving a congregation. A shepherd isn't a shepherd without a flock. What is a pastor without a congregation?

### **From Minister to Coach**

I'd transitioned from being a full-time senior minister of an established congregation to a near full-time Christian coach. Until the transition, coaching was a part of my ministry, but something I did between the hours of 6:00 and 8:30 AM – before going into the church office or after "work" and before the board meeting started – whenever that arbitrary de-lineation occurred.

Without a congregation, I was able to focus on coaching full-time. I took on more clients. I increased my cell phone minutes plan. I expanded my filing system. Translation, however, got lost in the transition. *Pastor* and *reverend* were parts of my identity — who I was

and what I was called to be. “Coach” didn’t have quite the same ring to it. What was a shepherd without a flock to do or become?

### The Hard Work of Shepherding

Admittedly, shepherding a congregation was not simple or easy. It involves knowing the people and their stories and connecting those stories to the trajectory of the congregation. It involves working to ensure that the congregation as a people stay near or on the path God has set them upon, not stalling, losing too much momentum, or getting side-tracked in pesky details like whether or not the communion bread should be gluten-free or flat wafers. The potential to be derailed by any number of moving targets – from disappointed parishioners who feel their needs are not being met, to the important institutional projects like budget processes – is endless. Most clergy feel they shepherd processes more than people.

Shepherding a congregation in the shifting sea-change the church finds itself in at the beginning of this century [read: post-modern, post-Christian, emerging, however you define the change] also means leading congregations through uncomfortable conversations regarding their own identity.

Keeping up with the demands of our congregation is one element of the job, but so is keeping up with *trends* around what the church is becoming and how it fits (or doesn’t fit) into society. Now at the end of Christendom, as the church’s position in the community shifts from

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the city-square to the margins of the community, the voice of the clergy shifts with it.

At one time, clergy were consulted on important community matters and quoted in the newspaper. Today, it is a different reality altogether and the authority of a pastor is only recognized by the congregation – and sometimes not even there! A colleague of mine served a congregation that attempted to change all the references to “pastor” in the by-laws to lowercase. A member of my congregation proposed that all references to the pastor being set apart or “called by God,” be removed from our constitution. If a pastor speaks in the

woods and there is no one there to hear it does that still make her a shepherd?

A pastor holds the stories of their people and connects it with scripture. In holding stories together, contrasts and similarities are revealed, new ways forward are discerned, new possibilities are expressed. A shepherd guides – but only to those who are willing to follow or listen. A friend of mine who is a real honest-to-goodness shepherd tells me that the key to being good with a flock is knowing the personalities of the sheep and having a few good collies. The collies do the real work, running to keep the flock in order and keeping the lead sheep headed in the right direction, which is a fitting metaphor for empowered laity. Being a shepherd requires trusting the people with whom you work, good leadership and a willingness by the team to seek truth and a higher authority than either of us – hopefully the voice of The Shepherd.

Those also happen to be good characteristics for a coach.

### **From Parishioners to Clients**

In transitioning out of the congregation and into coaching, the people I prayed with, whose stories I held, who connected with scripture, and who heard my voice, were my clients.

As a pastor, there was an expectation that I would be all things to all people. As a coach, I was one thing – a coach – to a person or a team and had a clearly defined role. As a pastor, I developed long-term relationships and was expected to maintain those relationships

even if they were not healthy for me or someone else; the office demands it. As coach, the term of the relationship was contracted and could be changed or severed if either the coach or the client felt it was necessary. As a pastor, it would have raised institutional alarm bells if I had recommended that a parishioner might be better served by another pastor or at another congregation. But, as a coach, I could recommend what was truly in the best interest of my client and what would be good for their personal or professional development.

### **The Voice of Coaching**

Coaching is all about the voice: the voice of the client and the voice of the coach. The two need to know each other and trust the truth that is shared, the words that are spoken, and the way forward that is discerned together.

I know my client's voices better than their faces, and they would likely say the same about me. It is part of the uniqueness of our relationship. But more than recognizing each other's voices, our relationship also asks that I, as their coach, listen deeply for the faith narrative that is peeking its way to the surface of their life's story. We seek together to recognize their potential or power in a situation and develop it and leverage it into action or awareness.

I hold their story in my mind's eye and explore with my clients the newness that are on the horizons of their imagination or the new territory they may be asked to travel. It's a new

flock that I'm called to shepherd, but it is the task of shepherding just the same.

Shepherding as a coach is not simpler than shepherding as a pastor, just different. It still involves knowing the person's story and connecting that story to the larger trajectory of their life and the life God wants them to lead. The opportunities to be distracted, derailed, deterred are similarly endless. Coaches, however, shepherd the processes of a person and what new awareness or action may be next for their life. It is a relationship that is, personal, authentic, intimate, real.

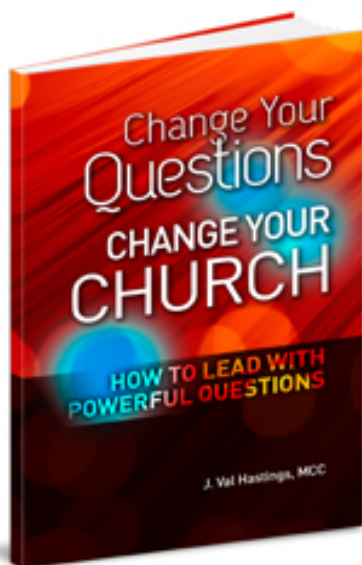
Coaching is the work of a shepherd with a flock, who are willing to trust and listen and be guided by someone who – metaphorically at least – holds their life in their hands. The tools used to guide are the art of the craft of coaching: questions, focus, direct statements, third level listening. The strength of the relationship between the coach and her client, however, is as fiercely gentle as a shepherd with his flock.

**Janetta Cravens Boyd** is an ordained minister and coach living in Nashville, TN.

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by J. Val Hastings, MCC

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# Why Coaching?

## How I Got Hooked on Coaching

by Mike O'Dell

I found myself sitting there ruminating yet again on the big issue of the week like a cow chewing its cud. The deadline for a solution was coming fast, which makes the issue more foreboding. As the stress built, the solution became only murkier; like walking into a deep forest at dusk, the forest is obvious but the path is hidden!

I walked a friend who said, "What's up?" As I started trying to explain my issue, he responded by asking a few questions. The questions had a strange effect on me: they forced me to "think out loud" and to get all my murky thoughts out into the light. Before I knew it, the solution was clear; the path through the forest became illuminated. I knew how to get where I needed to be, on time, with solution in hand.

I'll never forget that day. Once I realized what had happened, I needed to know more than just the solution to my challenge. I needed to know how he helped me without telling me

what to do. After all, the way I usually try to help is not by asking and listening, but by talking and telling.

"Wait a minute! How did you do that?" I asked my friend.

"Do what?"

"Lead me to the solution. I've been working on this for hours, then you walk in and 'poof' there it is!"

His response was very intentional, "I did not lead you anywhere, because I have no knowledge of the issue apart from what I just learned from you. You did this yourself. The solution was in you all the time."

It turns out that my friend is a trained coach. His questions were tools he used to assist me to discover "my" solution. Simple, direct, thought provoking questions well-timed and well-stated, intended to give me time to process and gain clarity on the solution that I had

trapped inside me. The questions were so simple and so powerful!

### My Journey as a Coach

From that first coaching encounter, I discovered the awesome effectiveness a coach can have in my personal life. As a result, I have been coaching for almost two years now and have discovered the incredible satisfaction of helping others discover their solutions.

As a Christian and a pastor, I have witnessed believers discover and clarify how God is working in their lives through the coaching experience. I have also seen coaching become a

tool in the hands of the Holy Spirit in the life of an unbeliever as he discovered that the angst he struggled with had a spiritual dimension. I have concluded that Jeremiah 23:23 and coaching go hand in hand, “for I am the God who is near and not a God far off!” If we believe God is always near, we can trust Him to reveal Himself to those who are seeking solutions.

As a minister of the Gospel, I wear a lot of “hats.” I serve as preacher, pastor, counselor, mentor, teacher, leader, etc. Coaching is not just another “hat.” It is a skill set that enhances all of the others and makes them become more effective.

My friend blessed me that day in my office when he introduced me to coaching.

I am personally more effective and energized when I am coached.

As a minister, I am more effective because I coach.

I even discovered that I am a better father of a grown daughter because I learned to coach!

Why Coaching? The answer is simple: because it works!

So, “what’s up?”

**Rev. Mike O’Dell** serves as the Director of Missions for the York Baptist Association in Rock Hill, SC.

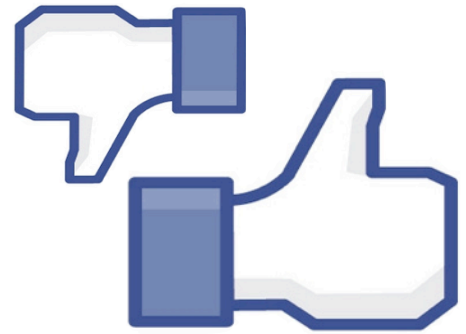
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# The Secret Power of Effective Feedback



The power to change comes from one's ability to view their circumstances in a new light

by John Chasteen

Pat Williams, author and life coach has said, "When you pay attention, your world gets bigger." Effective coaches understand this principle. Not only do they understand it, they practice it regularly by active listening and concise feedback. The result is the client's world is enlarged.

Could feedback really be as easy as listening and clarifying? Let's suppose it is. Let's presume that *your* feedback could make a difference, that it *is* your secret power.

So how does one use feedback wisely? And, how is it leveraged for effective coaching and leadership? Here are a few ways that skillful coaches use feedback as a powerful tool to help others.

**Good feedback always comes from those who are willing to risk being wrong.**

Powerful feedback has an unusual tendency to take on a provocative flavor. It can be edgy, and at times risky. Why? Primarily for two reasons: 1) We don't always hit the bulls-eye with our feedback, and 2) Good feedback can often be painful to the client.

For these reasons many coaches are challenged when it comes to offering good feedback. What's the answer? A skillful coach must become comfortable with the idea that he can misinterpret what a client is saying, while at the same time being unafraid to step out and take that risk.

To what degree is your feedback risky?

**Good feedback involves clarifying what you understand and asking more questions.**

Powerful questioning is the foundation of effective coaching. However many fail to associate good feedback with powerful questions.

The skilled coach sprinkles his feedback with a combination of both meaningful summary statements along with clarifying questions.

When using questions in your feedback, always let your questions be aimed at the client's previous statements. Make good use of curiosity questions; however, resist the temptation to open up new avenues of adventure via your questions.

How effectively do you use questions in your feedback?

**Good feedback is offered only as an observation, rarely as the truth.**

In most coaching conversations, feedback should be offered only as an observation because you are seeking to establish what is truth *from the client's perspective*. What often happens is that a coach will declare what the truth is and expect the client to agree.

Seeking to establish the truth *for the client* is a common mistake by many coaches. The result is often disengagement and leads to frustration for the client.

Remember, feedback does not set the agenda; it establishes it, especially in the client's mind. Let the client have the final say. A good coach understands this principle and uses feedback to establish truth from the client's perspective.

It goes without saying that there are times when there are exceptions to this rule, but they are the exceptions.

**Good feedback allows the client to really listen to him or herself.**

Good feedback is always the path to greater self-awareness, which in turn, opens up new vistas of exploration for the client.

Although good feedback is always offered as the coach's observation, it often is recognized as truth by the client.

It is important to know that the human mind runs in patterns, many of them being negative and automatic. Because of this, your client may never hear deeply what they just said. His mind switches to autopilot, causing his negative statements, thoughts, and perceptions to go unchecked.

Good feedback allows the client to break out of those patterns. It challenges him to hear and judge the words coming out of his own mouth.

Give your client the necessary time to listen after giving him feedback. Silence is a heavy lifter.

**Good feedback helps the client to get in touch with the way things are.**

The "way things are" is a highway that is rarely traveled for most human beings. It can be painful and dreary, with hidden danger lurking around every curve. However, the skilled coach uses good feedback to help the client begin that journey.

I believe that many people avoid the journey down reality road, primarily because they lack the courage to get started. Good feedback often solves this issue, resulting in the valor it takes to get started.

Good feedback puts people in touch with a clear view of reality.

**Conclusion**

So the power to change often comes from one's ability to view her circumstances in a new light. Renowned coach and author, Robert Hargrove, once said, "Rip the blinders off people so they can see themselves as others see them."

Maybe that's a little strong for some, but how about using feedback to gently open the shades and let the light in?

That's the secret power of effective feedback.

**John Chasteen** is a trainer of trainers and a leading authority in the Christian Coaching movement. <http://heycoachjohn.com>



# Making a Living as a Coach

## How to Earn a Career in Coaching

by Justin Lukasavige



Is it possible to make a living as a coach? When I launched my business in 2006 I asked myself this exact question. I knew helping people overcome obstacles and wrapping a business around it was what I should be doing, but I didn't know if it was feasible.

Today, I look back at a lot of losses, but many more wins. I overcame obstacles and even replaced a six figure income as an airline pilot in a short amount of time. I want to share some of what has worked for me, and, at the end of this article, I'll provide a link to a free download that lays out many more details.

### **Multiple Streams of Income**

Almost every successful business model has multiple streams of income. Magazine publishers have newsstand sales, subscriptions, and advertisements. Airlines charge to get you to a destination, but also when you check a bag, inflight internet purchases, and even when you opt for a mediocre sandwich. Even a non-profit client of mine goes beyond fundraising to sell its own products. If you want to be successful, you'll plan multiple streams of revenue into your business model from the very beginning.

Beyond coaching, perhaps you could sell both physical and digital products. Speaking is not only a great way to market your business, but also one that pays. Think about new ways to bring your clients together. Would group coaching be helpful for them? It could be very profitable for you.

When you choose to create multiple revenue streams, you must be careful not to dilute the value of what you provide. So while I speak and write in addition to coaching, my goal has been to

charge more to work with fewer people. It not only benefits me, but also my clients. I work with a limited number of people each month so I have more free time and attention to devote to each client. It doesn't benefit anyone for you to work with more clients than you can handle.

### **Giving Clients a Return on Their Investment**

Unless you show your prospects how they will gain value from a coaching relationship with you, most won't hire you.

I help some of my clients start businesses. They get their idea off the ground and it becomes profitable more quickly than they would have on their own. Hiring me saves them time trying to figure out the best strategies and saves them money that is not wasted on marketing or systems that won't add value to their bottom line.

A return on investment doesn't have to be in dollars. You could save your clients time, teach them a new skill, or help them become health-

ier. All these things are worth paying for if you can show them how they'll attain results with your help.

### **Packaging Materials with Your Coaching**

I'm a strong believer in packaging materials to complement the one-on-one time you spend with a client. It's much easier to create materials than you might think and you'll be able to charge more for investing the same amount of time with each person.

Anything of a repetitive nature can usually be automated. I quickly grew tired of teaching people how to use Facebook and Twitter for example, so I recorded my computer screen and my voice talking people through it. In fact, I invited people to those sessions and charged admission. I was paid to create the materials I would eventually charge for, which created another stream of income.

By combining digital and physical products with your coaching, your coaching becomes



Certified Christian Leadership Coach

The CCLC prepares you to coach others forward in life, ministry, leadership and success. This in-depth program includes self-paced learning, real-time learning from leaders in Christian coaching, plus mentoring and one-on-one supervision of actual coaching sessions. <http://ca-ministries.com/coach-training/cclc/>

more valuable and you're able to offer more information for a better value.

### **My First Coaching Model**

You can go deeper by downloading the free version of the [Six Figure Coaching Model](#), but let me show you what first worked for me:

Work with 10 new clients (average of \$650) per month = \$78,000

Sell 5 DISC profiles each month (\$30 each) = \$1,800

Conduct 6 group coaching session per year with 6 people each (\$450) = \$16,200

Conduct 10 workshops per year, 20 people each @ \$27 = \$5,400

Offer a high value info product on your website at \$10 @ 10 / month = \$1,200

Total: Over \$100,000 / year

Obviously, many more ideas lay hidden, waiting for you to discover them. It shouldn't be your intention to copy and paste a model, but to use this as a building block in your own business. Figure out the initial piece that works for you and begin building.

### **How to Find Clients**

Inevitably, this question arises. You have a foundation but no clients to feed it with. Now what?

As a coach, I strongly recommend combining three elements for your marketing foundation:

1. Build the best website you can afford
2. Speaking
3. Writing

### **A Killer Website**

Nothing sets you apart from the competition like a great website. First impressions are everything and with so much work being done remotely these days, the best bang for your buck comes with a great looking website. Let me share some dos and don'ts for your website.

Don't spend money blindly. Early on you need a professional foundation which you can build upon and it doesn't have to be expensive.

Do be sure to spend money on professional photos that capture you naturally. Don't waste money on suit and tie pictures in you're posed in front of a fake back drop. When people send you money, they're hiring you. Not some guy in a pressed suit trying to look professional (unless that's who you really are).

Do work with a graphics designer to create a logo and color scheme. Don't pay a high school kid \$5 just to give you something that works. Eventually, I paid designers upwards of \$20,000 for company branding, which I found to be well worth it. But if you're just getting started, that's not for you. Spending a few hundred dollars initially will save you from changing everything a few months down the road and first impressions count.

Do spend time crafting your *about* page. Don't forget to include your name. I'm not sure how many websites I've visited for personal coaches and I can't figure who they are. People hire you and don't make the mistake of believing every visitor knows who you are..

## Speakers Have Authority

Right or wrong, we usually assign authority and credibility to those on stage. A person who speaks with authority must quickly back it up with results, but initially the audience will trust a public speaker as an expert.

In the beginning you'll speak for free: church groups, organizations, clubs, business groups. Although these opportunities won't provide direct income, you will gain experience and exposure. Eventually you'll be paid to speak and it may become a large part of your business. Speaking is a powerful way to get the word out *en mass*.

## Become a Writer

Writing takes on many forms, from newsletters and blog posts to digital products and books. Writing is a great way to round out your marketing efforts and is also a nice foothold in to digital products.

Most people wouldn't consider themselves great writers and that may includes you. I found it's often easiest to start with blog posts. Write two per week and keep them to about

500 words. Reread your posts and continue practicing and soon others will think of you as a writer. In the same way speakers are perceived as authorities, those who consider a topic in depth enough to write about it are also seen as valuable contributors worthy of being hired.

## Bringing it All Together

Create a digital product to give away during your talk. Feature videos of your talks on your website. Link to your website within your writing. Make each form of marketing support the other so they're not standing on your own.

If you follow these foundational pieces your business will be successful in no time.



**Justin Lukasavige** enjoys helping new businesses get started and the challenge of launching marketing ideas that work. Download a free copy of the [Six Figure Coaching Model](#) and follow Justin on [Twitter](#).

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- Raleigh, NC on April 18, 2013
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# Working to Become an ACC

## My Path to ICF Certification



by Brian Miller, ACC

I think I've been waiting my whole life to find out I'm a coach. Athletic coaching intrigued me early, but my skills led me into different fields – first engineering, then ministry. I had been as of late attempting to coach a few church planters but often felt inadequate to help them get real traction in their churches.

Then in February 2011, our denomination invited a few people out for coach training. Sam Farina, who is an Associate Certified Coach serving with the Assembly of God, came and taught Coach Approach Ministries (CAM) 501: Foundations in Christian Coaching. While most other denominationally funded training had fallen short, this training struck a chord with me. Other students in the training shared my enthusiasm. We all realized that coaching has a power to help people move forward in ways that we had not experienced before in any other leadership training.

I immediately started coaching a friend in ministry. He was very gracious to let me practice

my skills. While he didn't pay me in financial ways, the opportunity he gave me to get started was incredibly valuable. The chance to use my newfound coaching skills was worth more than money.

Soon thereafter, as a board member of a non-profit organization, I volunteered to coach the organizational staff. This was another great way to advance my abilities. I coached anyone I could find, which included coaching a church planter in my planting network.

Sam returned in May 2011 and taught CAM 503: Change, Transition, and Transformation. Our denomination, the Churches of God General Conference based in Findlay, OH, had caught the coaching bug. They asked me and a colleague, Chad Chute, to lead the coaching charge and create a coaching culture throughout our denomination. What a commissioning! The work has been challenging and rewarding.

In September 2011, Chad and I went to Pennsylvania where Sam was teaching 501 and

503 during the same week. Bill Copper, PCC from Coach Approach Ministries met us there and he trained us to teach both classes. The kicker is that I left with my first official paying coaching client. I now had skills and a client!

With my coaching skills and some real clients, I next felt drawn to earning a credential with the International Coach Federation (ICF) and set my sights on their Associate Certified Coach (ACC) designation. To help with my progress, in November 2011 I signed up for Coach Approach Ministries' Portfolio Prep Package (PPP). This group mentor coaching program prepares coaches to apply for certification with ICF. I really think this is where my coaching went to a new level.

In PPP, I did a lot of coaching and got a lot of feedback. When practicing with volunteer or paying clients, I was never really sure how well I was applying the coaching skills, but in the PPP, I got very direct feedback, which was very helpful. The feedback helped me tailor my growth as a coach by allowing me to work on the core coaching competencies in which I was, well, not so competent.

My coaching journey continued in December 2011 when I flew to North Carolina to take CAM 507: Coaching Teams with Linda Miller, MCC. While there, I met a person responsible for coaching in her denominational district, which happened to be in the state where I live. Within a couple months, she connected me to my second official paying coaching client. I

had more confidence with this client and continue to coach him to this day.

Through 2012, I pressed hard to secure more clients. By the end of the year, I had eight paying clients. In November 2012 I took CAM 502: Establishing a Dynamic Coaching Relationship with Bill Copper and Chad Hall, MCC. This was a great class for strengthening the basic elements of coaching and an introduction to High Performance Patterns.

With the CAM 502 class, I finally had accumulated enough classes, enough coaching hours, and enough mentor hours to send my application to ICF. My mentor coaches from CAM provided some letters of reference and helped me know how to compile my coaching log. Finally, I submitted my application. As of now, I'm waiting to hear from ICF. Honestly, I'm not overly concerned because I felt so well prepared. As I wait, I continue to use coaching to help clients achieve great things.

What a journey!

**Brian Miller** is a certified coach and trainer with Coach Approach Ministries. Brian coaches individual leaders, trains leaders to coach, and also trains churches to disciple through coaching.

**NOTE:** After submitting this article, Brian learned that he'd been awarded the ACC from the International Coach Federation. Way to go, Brian!

# Dancing Backwards

## The Coach's Waltz

by Bob Dale, PhD



Do you remember the description of Fred Astaire and Ginger Rogers' dance moves in those classic musicals from the 1940s? Someone wryly said that Ginger did everything Fred did, but she did it backwards and in high heels. Setting aside Ginger's heels for now, the statement also reflects how coaches partner with leaders. We dance backwards with leaders as they choose their next steps.

### **Dancing — in the Center, to the Edge, and across the Gaps**

Coaches stimulate action and movement. So do leaders. Like dancers, leaders are on the move within their leadership communities---from the center of their group to the group's edge and across the

gaps in the group. Coaches dance along with leaders by moving backwards from point to point in the leadership dance. Here are some steps to learn.

### **Coaching Center Dances**

Leaders connect with the centers of their leadership communities. Leaders move to the heart, to the hub of their group---to form sturdy relationships and to multiple their community's mission. Leaders' first steps of belonging are to the center. They get in the middle of things and discover their group from the inside.

Coaching the center, then, calls on us to spotlight identity's trajectory for the overall organization and for the leader:

- What is the mission of your organization?
- How well is your organization on course with its mission? Off track?
- What mid-course corrections, if any, are needed?
- As a leader, what's your unique calling? Your purpose in life?
- How are you on course? Off track?
- As a leader, what mid-course corrections are warranted?

### **Coaching Edge Dances**

Leaders pick their moments and scout the edges of their leadership communities. There's fresh perspective out on the edge. From the edge with the static tuned out, leaders can calmly observe the workings of their own group with a bit more objectivity. Additionally, they can peer beyond their group to see what's looming up on the horizon. The edge gives leaders a vantage point to see clearly group dynamics and unfolding futures.

Coaching the edge sharpens eyes to see the real situation in leadership groups and to scout what the future may hold:

- What's really going on inside the leaders' group?
- How can the leader get enough distance to understand the situation better?
- How can the group prepare for its future scenarios?

### **Coaching Gap Dances**

Leaders are stewards of the connective tissue in their leadership communities. They move from cluster to cluster across the gaps within their group. Like dancers who change partners from time to time, leaders link together the various audiences within the group and open communication channels between the sub-groups of the community.

Coaching the gaps helps leaders cross bridges and create stronger connections in their community:

- Who needs to be included in group life now?
- Where are conversations needed now?
- Where are there similar interests and needs in the group?
- Where are new bridges needed in our community?

### **May I Have This Dance?**

Leaders do a nimble dance of self, soul, and social symmetry. They move from center to edge into gaps. Coaches are their dancing partners, just one step behind and moving backwards. Are we ready?

**Bob Dale**, PhD, is a coach and writer living in Richmond, VA. He's the author of over thirty books, including his most recent, [Growing Agile Leaders](#).



# Coaching in a Local Baptist Association

## How Coaching is Making a Difference in Waco, Texas



by Tim Randolph

As the Director of a local Baptist association, I serve the leaders and members of nearly 100 churches – churches that have a lot in common and also express a lot of diversity. The churches join the association in order to cooperate and share, and they look to me to provide leadership development, training, and resources to help them accomplish their mission. With such a mixture of needs and contexts, leading and equipping can be a challenge. To help our pastors and churches soar, I turned to coaching.

### **The Need for Coaching**

I presented the idea of coaching to our Leadership Development Team in the spring of 2009 shortly after becoming the Director of the Waco Regional Baptist Association. My pitch to the team was that our unique context in central Texas afforded us so many meetings and confer-

ences focused on leadership development that the Association probably didn't need to compete with any of them.

We cooperate with Baylor University and Truett Seminary on many of these leadership events, which include Bible conferences, preaching conferences, The Global Leadership Summit, and classes on leadership that anyone can audit at an affordable price. Given the quality and availability of leadership training for our churches, I thought it inefficient to offer even more of the same. Instead, I suggested coaching as a methodology they could use in order to draw out the best from those in their churches. I asked them to give coaching a trial run, and then to work with me to create a culture of coaching in our region.

### **How We Started**

We launched the coaching initiative by offering a basic two-day coaching clinic to

pastors who seemed open to a new approach to ministry. Building on that first coaching course, we deepened the training and equipped those who showed the most promise.

We now have five “in house” coaches with good experience and training. We have incorporated coaching as a required part of our church planting process as well as our church strengthening process. We’ve also developed a network of friends and fellow coaches across Texas and beyond who help each other with training, curriculum, and strategic direction.

### **Coaching Gets Results**

Four years later, we have trained over 50 pastors and leaders through a basic two-day coaching clinic. Several of our churches have incorporated coaching as a major piece of what they do to support their members as they grow in Christ, and a means of advancing their ministry skills. One church trained all of their outreach team with basic coaching skills and now they employ the techniques and principles of coaching as the way they do evangelism. A Hispanic pastor made the two-day coaching clinic required training for every cell group leader in their congregation. After a pastor of a larger congregation went through a coaching clinic he changed the way he runs his staff meetings. A leader of a drug and alcohol recovery ministry has changed the way she approaches participants.

A journey partner for the local women’s job training ministry has found a more effective way of helping her new friends. Rather than filling their ears with well-intentioned (but unwanted) advice, she now listens and asks powerful questions and leads them to discover their own solutions. My mom, wife, and youngest daughter participated in our latest two-day coaching clinic. Mom wants to be able to help her grandchildren in a more effective way. My wife plans to use her new coaching skills to assist her high school Spanish students (and parents) to find their own goals and to pursue them with purpose. My daughter plans to use coaching in her future career as a Community Nutritionist. I use coaching almost daily as people call and drop by to find help with church-related issues.

### **On Our Way**

I wouldn’t say that we have created a culture of coaching yet, but at least many leaders now recognize what we are talking about when we refer to coaching. After participating in a recent coaching clinic, a pastor summed up the difference that this approach made to his ministry: “I realize that I don’t have to solve everyone’s problems now, but I can help them discover their own way.” That is a realization that God can use to serve him and the church he serves for the rest of his ministry life.

**Tim Randolph** serves as Director for the Waco Regional Baptist Association.