

DISPELLING THE MYTHS ABOUT LIFE COACHING



HOW TO CHOOSE THE BEST LIFE COACH FOR YOU

MYTHS

Today more and more people choose to work with a coach, giving themselves dedicated time to pause, space to breathe and time to think, so they can refocus on their most important life values or leadership questions.

The question is, with so many coaches available, how do you cut through the crowd and find the best one for you?

Over the next few pages I dispel some of the most common coaching myths, and offer simple tips to help you choose a coach who is perfect for you.



MYTH ONE

I SHOULD BE ABLE TO
WORK EVERYTHING OUT MYSELF

WHEN YOU PAUSE, STEP BACK AND
OBSERVE YOUR ACTIONS, **IT ALLOWS**
YOU TO MOVE FORWARD MORE
ASSUREDLY

*You are more powerful when the mirror is held
up to you.*

MYTH TWO

I MUST HAVE A PROBLEM BEFORE
I HIRE A COACH

MAKING YOUR STRENGTHS AND
VALUES MORE CONSCIOUS, ALLOWS
YOU TO **LIVE WITH GREATER
CONFIDENCE.**

*Find a coach who can balance working on
your development areas while enhancing your
strengths.*

MYTH THREE

I MUST KNOW WHAT I WANT TO
ACHIEVE BEFORE I BEGIN

NOT KNOWING ALLOWS THE **UNSEEN
TO BE SEEN**, AND IS THE PERFECT
STARTING POINT TO ANY COACHING
CONVERSATION.

*Relax your need to know and be in control,
stay curious and let the conversation guide
you.*

MYTH FOUR

A GOOD COACH IS A
QUALIFIED COACH

**DON'T BE DAZZLED BY
QUALIFICATIONS, IT JUST MEANS
THEY WERE ABLE TO LEARN WHAT
THEY NEEDED TO LEARN.**

*Instead, ask them about their ongoing
personal development and supervision.*

MYTH FIVE

A COACH MUST HAVE EXPERIENCE IN
MY INDUSTRY

**DON'T LET INDUSTRY LIMIT YOU, A
GOOD COACH IS ADAPTABLE AND
COACHES THE WHOLE PERSON.**

*In your initial conversation observe if the
coach has a natural way of understanding you
and your world.*

MYTH SIX

I NEED TO CHOOSE THE RIGHT TYPE
OF COACH

**CHEMISTRY COUNTS, CHOOSE A
COACH YOU FEEL A CONNECTION
WITH IN THE FIRST INSTANCE - THE
REST WILL UNFOLD**

*Have INTRO sessions with as many coaches
as you need to, until you find the one who
clicks for you.*

MYTH SEVEN

MEETING IN PERSON BUILDS
GREATER TRUST

ASK YOURSELF HOW HONEST YOU
CAN BE WITH THIS PERSON,
IT IS SAFETY THAT BUILDS TRUST
RATHER THAN BEING IN THE ROOM

*Consider how bold and how vulnerable you
could be in conversations with this person.*

MYTH EIGHT

MY FRIENDS AND FAMILY
CAN COACH ME

THEY MAY HAVE GOOD INTENTIONS,
BUT YOUR FRIENDS AND FAMILY
WILL HAVE **BIASES THAT INFLUENCE
THEM**

*A coach can provide you with an objective
perspective by highlighting multiple positions
for you to consider.*

MYTH NINE

IT'S IMPORTANT TO KNOW
THE SCIENCE OF COACHING

WORRY LESS ABOUT THE SCIENCE,
CONSIDER IF IT IS A **THOUGHT
PROVOKING**, STIMULATING AND
INSIGHTFUL CONVERSATION

Coaching is a powerful dialogue between two people; choose someone who leaves you with brand new perspectives.

MYTH TEN

I DON'T HAVE ENOUGH TIME
FOR COACHING

THE MORE RESISTANCE YOU FEEL
TOWARDS COACHING THE MORE
LIKELY **IT'S TIME...**

*Ask your coach to set a regular rhythm with
you, this is key to enabling it to become a
natural part of your routine.*

MYTH ELEVEN

I AM UNCOACHABLE

YOU CAN ANTICIPATE FEELING
CHALLENGED DURING YOUR
COACHING, BUT IT'S HIGHLY
UNLIKELY YOU ARE UNCOACHABLE

*Coaching is a mutual conversation that
requires you to show up and play your part.*

MYTH TWELVE

COACHING DOESN'T WORK

STUDIES SHOW YOU ARE MORE
LIKELY TO **SUCCEED** IF YOU HAVE A
SPECIFIC ACCOUNTABILITY TO
ANOTHER PERSON

*Choose a coach you respect, and who has
your well-being and success (not their own
ego) as their primary focus.*

BEATA JUSTKOWIAK

**AN INDIVIDUAL WITH
CREATIVE PASSION**

Ex-athlete, **psychologist** and **life coach** working with individuals and business professionals. Known as **confidence expert**, Beata is an **energetic and innovative coach** working internationally from Singapore. She provides highly tailored strategies and approach to the individual's needs.

She **takes life with its ups and downs**. She loves dark chocolate, complex situations, laughing out loud and having thought provoking conversations.

She takes **practical psychology** further by organising Fit Chill Out Retreats



TRANSFORMING THE WAY WE
THINK, WORK, EXERCISE & LIVE.