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COACHING INSTITUTE

*Live On Your Terms*

# THREE COACHING MYTHS

**“IF YOU WANT INTIMACY,  
EMBRACE  
VULNERABILITY. IF YOU  
WANT THEM TO SHOW UP,  
SHOW UP FOR YOURSELF  
FIRST. IF YOU WANT TO  
FEEL LOVED,  
LEARN WHAT HEALTHY  
LOVE TAKES.  
IF YOU WANT THEM TO  
UNDERSTAND YOU,  
TAKE THE TIME TO  
UNDERSTAND THEM.**

*Rem*



# The Three Myths Of Business Coaching

*Perfection-Experience-Business*

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When it comes to business coaching, there are three myths that hold a lot of people back.

## Myth One: I Have To Know Everything

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Business owners and coaches tend to be over-achievers and want to know everything, so a lot of people believe they need to know everything to succeed. Right off the bat we know that's a myth because if you have had experience of starting a business you'll know you'll never know everything!

Life doesn't go according to plan so it's not about knowing every single step but about having a system of support that you know has your back, that no matter what comes up you can handle it. It's about knowing your next step.

Think of it as a hike you're taking up a beautiful mountain. When you're at the bottom of the climb, you can't see exactly what's in front of you. But start walking and soon you'll be able to see more of what's up ahead as well as where you've come from. The further you go along the more your vision expands and the more capable you are with every step you take. Business is the same.

A lot of people think they need to be more confident before they start being a business coach and the trick is that you need to take action and just take the first step. It's like driving or cooking your favourite recipe—they're things you've done so many times they're automatic, so you're confident to take the plunge. Confidence comes from competence and the way you build confidence is through action. So you don't need to know everything. You need to know the next step in business.

That will lead to the next, and the next, and the next.

Have you ever seen that happening in your life?

Are you able to give yourself the power of saying, 'I can take one step.'



## Myth Two: I Have To Be Perfect As A Coach

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Some people believe they have to have it all together and be perfect before they can start coaching. Hate to break it to you, but nobody is perfect and nobody ever will be perfect. If we're waiting for that before we start to do anything, we'll be on our deathbed still with stuff to do.

If we wait to be perfect, then not only are we missing out on the experience we could be having but our clients are missing out on what our imperfect selves could be doing for them. Somebody pretending to be perfect makes a terrible coach. One of the foundations of coaching is you have to be green and growing—having a growth mindset is the definition of a successful coach which means you are always showing up, learning more about yourself, going on a journey to become your best self.

And that's a lifelong journey. It's not a destination you get to and say, 'Great, done that, I'm perfect.' To be green and growing means upgrading our skills, investing more in education, empowering the people around you to grow by tapping into model and tools.

Coaching is a skill, not something you're born with. It's a professional skill that can be learned and as you learn, you help your clients bring it to life.

So you don't need to be perfect as a coach. Your imperfect self has immense power to make a difference in the world.



## Myth Three: I Have To Have Business Coaching Experience

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This is a classic myth, and one you may have personal experience with. Think back to when you first graduated from university or high school and were ready to get a job. You had everything you needed for that graduate role—except experience.

It's the old chicken and egg thing: you can't get a job without experience and you can't get experience without a job.

The way to solve this and get experience is just to start. The difference is that what you need isn't business coaching experience—you have to have business coaching systems. One of the transformations happening in the coaching industry now is elevating coaching from the realm of personal experience and hit and miss to the realm of a professional.

You are educated in the skills and the systems so you don't rely on personal experience. That's a much better thing to rely on. It means clients will know that if you study and train at TCI you are tapping into 17 years of research. You are getting trained by the best industry leaders using frameworks and models that are proven.

So you don't need business coaching experience, you need business coaching systems.

- ✓ Which myth are you resonating with or have you seen in a client?
- ✓ How did you switch your mindset around it?





## NOTES

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Published by International Coaching Institute

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International Coaching Institute Workbook | V1 | Jan 2022

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