



THE COACHING  
INSTITUTE

WORKBOOK SERIES

# 3 THINGS THAT MAKE A GREAT COACH

Live Your Dream

“WE HAVE THIS  
LIFE, THIS  
MOMENT TO  
EXPERIENCE  
WHO WE DARE  
TO BE”

*Matt Zavors*



## THREE THINGS THAT MAKE A GREAT COACH

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A common misconception that stops people getting started as coaches is the idea you have to be perfect and have all your stuff together. That's so far from the truth and this is why.

First of all nobody has their shit together. People pretend to be perfect but they're not. Nobody has everything sorted out in their life, their relationships, health, finances, hobbies. It's just not a thing. We are all a work in progress and always will be. The thing that gets in the way is we have a culture of shame where people hide their problems and just put their 'highlight reels' on display, not their ugly bits.

Here's what makes a great coach.

## BE HUMBLE

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Someone who has a massive ego doesn't make a great coach. They think they know the answer to everything. They don't. Wisdom is being humble and to be a great coach you have to be wise and admit you don't know the answers to everything—and know that's okay.

Nobody needs to pretend they're perfect. That's exhausting, especially compared to the ease of wisdom.





## MAKE THE DECISION NOT TO LIVE YOUR LIFE ALONE

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Unsuccessful people who don't make great coaches need to do everything alone. They are solo people, lone wolves out in the wilderness trying to create a great life for themselves. They won't ask for or accept help.

Being unable to say 'I need help' is a common issue and being able to do it is one of the planks of wisdom in life. A great coach is willing to reach out to mentors, guides, successful people who can guide them to grow into the best version of themselves.

Reach out. Start learning. Find out more about how you can support yourself.

## BE A DEMONSTRATION

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The third thing is that you can apply everything to yourself. Be a demonstration.

At TCI the way we train our coaches to be successful is they are their first client. They don't have all their stuff sorted and they're learning to apply what they're learning, then apply it to their clients.

It's not theoretical when we're learning in a grounded way: this is what I will apply to me, to express and experience all of the emotional world ourselves.

All coaches should know they don't have to have all their stuff worked out before they can help someone else. There are people waiting to be helped and guided, and coaches don't have to have their stuff sorted to start making a difference.







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## **BECOMING A SUCCESSFUL COACH COMPLETE COLLECTION**

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right path for you.

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