



Coach Approach Ministries Podcast

Episode 60: Nine Things - Part IV

Published: August 10, 2017

[Intro Music]

Brian Miller: Welcome to the Coach Approach Ministries Podcast, where we help people find their way with God by training the best Christian coaches in the world. Our podcast today is sponsored by our certificate in Christian Leadership Coaching. This is a nine month, ICF-approved coach training program that will prepare you to coach those around you to set goals, take action, and reach new levels of success. We have a cohort forming in October, so if you're interested, go to our website at www.coachapproachministries.org/coachnow. I'm Brian Miller, strategic director for Coach Approach Ministries, CAM for short, and I'm joined here today by the author of a new e-book titled, *Nine Things It Takes to be a Great Coach*. The president of Coach Approach Ministries, ladies and gentlemen welcome, Mr. Chad Hall.

Chad Hall: Brian, I feel like Space Odyssey's theme music should be playing right now, and there should be a fog machine in the office with me.

Brian: Well, the mistake you made was you started talking too early because I could hear the roar, I could hear the applause. I'm not even people heard what you just said. It was unbelievable moment for me, for everyone who played a part in that, and I just want to say thank you to everyone.

Chad: Oh brother.

Brian: Keep your hands on the wheel. Stop clapping if you're driving. Lawnmower, same thing, same issue. Chad, this new book, and I hope I'm getting the title right, *Nine Things It Takes to be a Great Coach*. We've done several parts on that already. Part one was episode 49, two was episode 53, part three was episode 57, and I thought those were all great pieces. If people want to get this e-book, where can they do that?

Chad: All you have to do is go to our Coach Approach Ministries website, and in the sidebar, you will see a lovely picture of the e-book. By the way, the fact that there is a picture of a book, doesn't mean there is an actual physical book. It is an e-book.

Brian: This is the 21st century, come on.

Chad: You guys are smart enough to get that, but click that, enter your email address, and within mere seconds, the e-book is going to be on your computer screen, or your kindle, or whatever, wherever you're reading it. So, it's free. You get it at our website.

Brian: Free e-book, and it's good. It's got a great design on the cover. I think you're going to enjoy it. This is episode 60, and this is our part four. We want to talk about ongoing growth. It's one of the nine things it takes to be a great coach, is ongoing growth. Chad, why do people need to think about ongoing growth?

Chad: Because if you want to be a great coach, you will always be growing. To me, if you become static, you become stagnant. You're either growing or you're shrinking. So, if you want to be a great coach, you're always looking for how can I be just a bit better? How can I add just a little more value to my clients? It's that disciplined intentionality to always be offering more and more value to your clients that keeps you growing. I think it's what separates great coaches from okay coaches. So, if you're not dedicated to ongoing growth, you're probably not going to become or remain a great coach.

Brian: You were talking before we started recording about a friend of yours who's coaching, making good money, and yet, still trying to grow as a coach to try and shore up any, I was going to say shore up any loose ends, but that's not what it is, just to expand another skill, to become a little better.

Chad: It's interesting because I think we oftentimes think, "Okay, where am I not quite on my A game? Where do I have room for growth," and that's super. We'll talk about that later in the podcast, but this particular guy, though, says, "I don't know what it would take for me to better. I just want to be better. I know I should always be growing." Wow. That just blew me away. He's willing to spend really good money on training, on mentor coaching, on other things just to stay sharp. Again, it's not like he's trying to fill in a gap, he's just trying to keep growing. I love that. He's somebody who's already a great coach. What's next for him? I don't know, but I won't get there unless I keep growing. I love that kind of attitude.

Brian: Yeah, as a North Carolina basketball fan, not me, but you, you're thinking about, probably not everyone's a sports fan, but the best basketball player who ever has lived, Michael Jordan.

Chad: Wait a minute, wait a minute. Probably?

Brian: There's been some talk lately, I don't want to bore non-sports fans here, but for me, he's the best ever and always will be in my mind, but here's a guy who, every year, said, "I'm going to become a little better at this. I'm going to become a little better at that," and he was already the top player in the league. This is the kind of desire, motivation, and I think a couple things that could get in your way, we'll just quickly touch on those, one is over confidence, and one is under confidence.

Chad: Yeah. Over confidence says I am at the top of the hill, and there's nowhere else to go, and why would I even want to think about growing. I have arrived. It's interesting, Brian, you've probably come across this doing training, the same way I have, in my experience, the people who I've run across who

are the most susceptible to over confidence are the newbies at coaching. They tend to think, "I'm already good at so many other things. I'm already a great pastor, a great consultant, whatever, so this should be easy. I'm probably already great at it." We'll use the Michael Jordan example again. He never got past double A in baseball, so just because he is by far, no questions asked, the greatest basketball player ever, didn't mean he was going to be great at baseball. With coaching, someone comes in, and they're new to it. If they're overly confident, they don't grow because they say, "Of course I'm good at this. I'm good at everything." No you're not.

Brian: And maybe you're going along, and you've had a lot of success, and people say, "You're a great coach," and you think, "You know what? I disagree."

Chad: I'm going to kick back and take it easy from here on out. Certainly, we don't want to inspire people, or encourage people to have some kind of manic pursuit for improvement. "I'm never good enough." No, that's not it. We just want to say, don't be overly confident and therefore prevent yourself from growing inappropriately, but at the same time, there's the under confidence thing which you mentioned, Brian, which is, to me, that's actually an area of growth, so if you're looking for how do I grow as a coach? For some people, an area is to grow in their confidence.

Brian: Yeah, and one nice thing about the International Coaching Federation, the ICF, which we align our self and talk about a lot is they have three levels of coaching, ACC, PCC, and MCC, and there is a marked difference between all three levels, so it's nice to say, with your confidence, is to say, "You are nailing ACC level competencies. You're nailing them."

Chad: I gave that very feedback to a coach yesterday, and I could just hear it over the phone. She was glowing. Her confidence was just really locked in, appropriately so. She went away from that call ready to conquer to world as a coach. The last podcast we did on this e-book, I talked about confidence as the dimmer switch. Her dimmer switch was turned all the way up. There was no dimming. It was just on. I love to see that kind of confidence, and sometimes we need to grow that confidence, so that it appropriately matches our competence.

Brian: I know in my own life as I conquered ACC, and then started knocking on the door of PCC, I was just coming into some awareness of, "I've got some growing to do here."

Chad: I thought I was at the top of the ladder, but I'm not.

Brian: I went from junior high, 8th grade, to high school, and I'm a freshman again, and you know what, I know at first, I thought, "What just happened?" Then I thought, "Okay. Dig in. This is what we do. Let's go. Let's get some new skills." I'm glad there's room to grow.

Chad: It's the same for anybody in any profession. They get promoted from distributor to manager. "I've got to grow to go from manager to director. I've got to grow to go from director to chief something another officer. I've got to grow." If you're moving forward in life professionally, and the same would be true in our personal lives. There's always this need for growth, and coaching's no different.

Brian: You talked already a bit about growing in the area of confidence. Can you bring some distinctions

to some other areas that we as coaches need to grow?

Chad: I think you're going to look generally in the area of competence. So, what are some areas where I can grow and become just a better, more skilled, more capable coach. A few come to my mind immediately. One would be creativity, always looking for ways to grow in our creativity, to be a more creative coach, to be more valuable to our clients because of our creativity. I know coaches who take improv classes. They put themselves in environments that stretch their creativity. They just know that's an aspect of their coaching they need to improve upon, and they do the hard work necessary to do it. I was talking to a coach a couple of weeks ago who took a painting class and had zero ability, prior ability in the visual arts, but it was stretching. Yeah, creativity.

Brian: So, creativity would be one area where we could stretch our growth, and lots of ways to think about that. What's another area we could grow in?

Chad: Yeah, and obviously, these are going to be very specific to who the coach is. It's looking inwardly and saying, "Okay. Where do I have room for improvement," but I think for a lot of coaches, it's their ability to become great listeners. That's just always a place we could get better, listening to not only what's being said, but also what's the context. That third level listening that the coactive coaching literature talks about, boy, I don't think anybody ever masters that. Sometimes we kind of catch glimpses that we're good at it, and then it kind of goes away. We'll keep using basketball today. That's not the Steph Curry jump shot. He's so good at that because he practices it all the time. I think active listening is like that for the coach. If you want to be really good at it and remain really good at it, you're going to practice, practice, practice active listening.

Brian: Absolutely. So, staying at what you're already good at. That's an interesting analogy. For people who don't know who Steph Curry is, he's not as famous as Michael Jordan, but Steph Curry is probably the best jump shooter in history. He keeps working on it. He keeps improving it. He keeps going at it.

Chad: What are some places you see, Brian, when you think about coaches growing and getting more skillful, more competent?

Brian: Maybe in the process of really having a handle on the overall process and helping people start at the beginning and move all the way through. Certainly, just a grasp of the process, but also, if you wanted to go further than that, a grasp of how different people would work best through a process. So, some people are linear. Some people are not linear. For me, a growth area had to be being okay with not going in order.

Chad: Boy, I just heard you say quite a few really good areas of growth. How to coach people who are different than you. That was one of the things I just heard. That's huge. Learning, maybe, a new tool that you can use to create not only self-awareness for the client but also you're awareness of where the client is, so you can become a better coach. That's a huge one, growing in your competence to facilitate the coaching process. It's interesting. I think what comes to my mind there, Brian, hopefully this isn't too much of a rabbit trail. It's this competency that is you've got to be linear, sequential order, and you have to be free, and flexible, and organic, and you need both of them. Developing the competency to have

both of those active and really highly manifest in your coaching. Boy, that's a growth hedge for a lot of us.

Brian: How to use direct communication in an effective way. How to build accountability in a stronger way. Those come to mind right off the bat. How to manage time. I've heard you say many times, bottom line. That's still out there, how to bottom line. Good places for growth.

Chad: Well you mentioned one of mine. My Achilles heel is the time management one. That's just a constant area of growth. Not because I'm good at it and want to become great. It's because I'm deficient and want to become good. I think for us to really get a sense of where we could benefit from some growth, we need to do an inventory, kind of a check in, and that will help us identify some places that we could grow.

Brian: What would be the best place to find that out? I mean certainly you could do some of your own, but you were even talking about mentoring a client that said, "I don't know where it is." How did you go about helping him find out where it was?

Chad: Well one great way to find out where you have some room for stretching is to get some mentor coaching, someone to listen in and observe you coaching and then just reflect back what they heard, the good, the bad, the ugly, the indifferent. Really, if you want to grow in your competence as a coach, you certainly can take classes, and courses, and read books, and all that, but working with someone with observed coaching, getting feedback from a mentor, I think's, just huge. We should always be working with a mentor coach. I don't mean like every week, but at least a couple of times a year. Just hiring someone for a session or two to hear us coach and offer some insights about where we could improve, I think's, huge.

Brian: For me, hiring a mentor coach, and I mean beyond a group mentor coaching just that's ICF required, I don't want to overstate it, but it probably doubled everything I do.

Chad: Wow.

Brian: So, just having several classes and an ICF certificate credential, then hiring a mentor coach to help me move forward just helped me double everything.

Chad: I think the reason for that, Brian, is to become a good coach, the path is very common. Everybody does the same things. You've got to learn how to listen, you've got to learn to ask questions, you've got to learn to shape the conversation, all those sorts of things. For you to become exceptionally good, it becomes a very specific and unique path to you personally, and that's where the one-on-one mentor coaching comes in. It comes from more of a tailored growth process versus an off-the-rack growth process.

Brian: That's true about everything, isn't it? I mean, if you want to become an ice skater, you need to take some lessons. It's probably going to be group lessons, but when you're ready to start going after it, you need to hire your own coach.

Chad: I don't think I could benefit from a one-on-one ice skating coach just yet.

Brian: Just for example, but a singing coach. To get to a level of exception, that's an obvious thing. What are some other ways, besides classes, and I don't want to downgrade classes, we offer classes, we have a couple coming up, I think people should take them.

Chad: Well, one really big boost to a class is if you're going to take a class, implement what you learn immediately. That's the biggest upgrade to that classroom training growth strategy. I'm just surprised how many people spend a lot of good money on great training, and they don't make the most of it because they don't implement things immediately, and some say that you have to implement everything that's in a class, but boy, if you're not going away from every class session with at least something that you can try, you're getting like 2% of the value from that class. I'll stop preaching on that now.

Brian: I'm going to jump in. I'm going to let people in on a little secret because I think immediate's too late.

Chad: Now you've got me intrigued.

Brian: Because we're teaching a class on team coaching right now, and I think the students are starting to think, "When should I start coaching a team," and I'm like, "Two months ago." You really want to be coaching a team while you're taking that class so you have somebody to implement it with immediately. You can't do it too late. If you want to get coach discipleship a class or leaders, get yourself set up with some clients as the class begins.

Chad: Real time practice. That's one of the biggest ways that adults learn and develop. Brian, I'd say one other thing that people can consider with kind of that classroom angle is you can grow as a coach by taking classes or putting yourself in learning environments that don't have anything to do with coaching, or don't have anything directly to do with coaching. You and I were talking about this the other day about a writer's conference that we attended. I think it really improved my coaching in some specific ways because coaching is about communication. At a writer's conference, there's a lot about how to communicate more effectively, more efficiently. Talk about bottom-lining it, I think the workshop I went to on how to write a really good blog post headlines, I think that helped me with bottom-lining it. The core of what the message is, and does a writer's conference promise to make you a better coach? No, but if you're open to growth as a coach, whatever kind of learning environment you're in is going to have a positive impact on your coaching.

Brian: Yeah, it's counter-intuitive, but I would think if you wanted to be a better coach, I might just think the last place I want to go is to a coaching conference. That is unless we're offering it because that's one you want to go to.

Chad: Yeah, unless we're offering it. That's the first, second, and third place you want to go to improve as a coach.

Brian: I wasn't just thinking about coaching. I was thinking more about pastoring or leadership.

Sometimes, those are just the worse places you can go. They just reiterate what you already know and aren't doing, but they don't make you think any different. So, go to a different conference. Another one would be like hire a very different coach from you, somebody who, maybe you're a thinking coach and they're a creative coach, or feeling coach, or I don't know, but talk about that for a second. What would be the benefits there?

Chad: Yeah, and I would say you don't want to hire a coach who drives you nuts. That's not we're going after, but you are looking for a coach who just approaches coaching, and maybe approaches life from a different angle, and that's going to help you begin to approach things from a different angle. There may be something from that angle that's really valuable and beneficial for your coaching and for your clients. There's always something to learn that's kind of on the same vein as don't go to a pastor's conference if you're a pastor because you kind of end up in an echo chamber of just kind of hearing the same thing over and over. Well, if you hire a coach who's just like you, you might get some good coaching, but you're not going to get your repertoire of powerful questions, of feedback statements, tools and resources. You're not going to get that expanded because you're hearing someone just like you or very much like you, so try to get somebody who's different enough to be different, so you can adapt some of their stuff, they can stretch you. You can reject a lot of it, and that's going to help you grow too to be more precise and intentional about how you want to coach. I just think putting yourself in that kind of challenging situation, boy, that's a rich, rewarding scenario. I know it has been for me when I've worked with coaches who are really different. So, I hire coaches who are really smart, and they're articulate, they're just very different than I am. That was a joke. I appreciate you laughing.

Brian: I caught it. I caught it. Boy, Coach Approach Ministries, and something I just love about it, even before I became a partner is this is what they are about, ongoing coaching growth. Certainly, they're about training new people, but Coach Approach exists to help people continue lifelong maximization of skills and abilities, and we live for that. We explore that. We're thinking about that. We try to be on the cutting edge ourselves, and you certainly lead that charge, Chad, and I appreciate that personally.

Chad: Well, maybe this is a good place to reinforce our mission and to do a little preaching here at the end of this podcast. We believe that God is doing tremendous things in the world, and he does that through people, so as coaches, as Christian coaches, we're looking to find out where God's at work and join him there and to facilitate change, and growth, and discovery, and forward movement, and kingdom expression, so we want to be good stewards of what God has given us, so if God's given each of us a call to coaching, we don't want to just become an okay coach. Let's bury our talent and not do much with it. Let's hone it. Let's maximize it, to use your word because it really matters. It really matters to us, and we hope that it matters to the people who are in our network.

Brian: Yeah, I say that at the beginning of every podcast. We train the best Christian coaches in the world, and I think we have a good training program for sure, but it's our heart to train the best coaches in the world. It's our heart. We want to do everything we can to give our coaches the best of everything, so that's our heart.

Hey, thanks so much everybody for joining us today. If you don't want to miss any of our podcasts, I

invite you to subscribe to our podcast at iTunes or at Google Play. This podcast was sponsored by our certificate in Christian Leadership Coaching, some of the best Christian leadership coaching in the world I might add. This is a nine month, ICF-approved coach training program that will prepare you to coach those around you to set goals, take action, and reach new levels of success. We have a cohort forming in October, so if you're interested, go to our website at www.coachapproachministries.org/coachnow. We'll see you next week.

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