



Coach Approach Ministries Podcast

Episode 133: Get Confidence and Credibility

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Brian Miller: I'm Brian Miller, Strategic Director for Coach Approach Ministries, CAM for short. I'm joined today by the President of Coach Approach Ministries, Mr. Chad Hall. Chad, did you have a good Christmas?

Chad Hall: Brian, this was the best Christmas this year.

Brian Miller: Well, it was last year, so that's strange that you would say so.

Chad Hall: Well, when we're recording it, it's this year.

Brian Miller: (laughter) It's actually before Christmas. Oh man.

Chad Hall: You've got that whole time loop. I feel like I need the time stone, like Dr. Strange, I need the time stone. Is that what it's called?

Brian Miller: I doubt it. I doubt it.

Brian Miller: But today, Chad, we want to talk about how to grow your confidence and credibility as a coach. I think those are two words we talk about all the time, confidence and credibility. Why are, why are those the two words that would stand out for us in our training?

Chad Hall: Yeah, you know if you don't have confidence you're not going to coach anyone or you're not going to coach anyone very well. And if you don't have credibility no one's going to let you coach them. So, I like to think confidence is sort of the dimmer switch on your competence so you could be a really effective coach, but if you don't have confidence you're just not going to put yourself out there. And then of course you could have undue confidence, and that wouldn't be good, so you'd actually have to be a credible coach as well.

Brian Miller: So we've put together a certification probably ten years ago or something like that, the CCLC. What does, what does that stand for?

Chad Hall: Yeah, it's you know, coaches love alphabet soup so we're just contributing to the letters so that people can become a Certified Christian Leadership Coach, CCLC. We decided this to help Christian coaches who either were leaders or were working with leaders, they needed some kind of basic credential to help them get started in their coaching journey, to boost the two C's that we just talked about - the confidence and the credibility.

Brian Miller: Yeah I, I think, I think there's several things people ask, you know, what do I need, do I need this certification? You know, the simple answer is no, you do not need, there is not a standard certification for coaches. We really like the ICF certification, but, but, you know legally, to be a counselor you have to have some kind of certification to hang on your door to legally do counseling, but coaching you know, so many people call themselves a coach who, who really just give advice. I saw an advertisement the other day for a training school, Chad, that started with "Do you like to give advice?"

Chad Hall: That's one approach to coaching.

Brian Miller: For us, we could follow up - that might be a good sign you need to go somewhere else.

Chad Hall: Yeah, the question is, do other people like when you give advice?

Brian Miller: So, so this, this idea of a certification, is, there's a couple reasons to be certified. One reason that we like is it's a half way marker to, there's all these letters, right, the International Coach Federation, we think, they call themselves the gold standard of certification. We, we tend to think so too. Our, our certification is half way to that. So it's, somebody said, I don't want to, the other day they were talking about the CCLC, they didn't want to go off-course, and I'm like - no, no, it's the half way marker.

Chad Hall: Yeah. One thing that confuses a lot of people, and we get this question a lot, you know, around credentials, certification all that kind of stuff. But one of the questions we get a lot is, "How does the CCLC compare to what the ICF provides. And of course the ICF provides three different levels that ACC, the PCC, the MCC - we don't want to get into all that all that today, but the, our certificate gets you halfway their first, credential, the ACC Associate Certified Coach.

Chad Hall: And, and so, and that's kind of why we designed it. We designed that it's, there's no requirement of how much you've coached, you know, how many experience hours. It's essentially two courses and mentor coaching. And then you're going to need two more courses to be able to go to the ICF and get your Associate Certified Coach, that credential. And, and some people do that, some people don't. So there's no expectation that you're going to go from CCLC to ACC, but it is, it's not getting you off track if that's your eventual goal.

Brian Miller: You know, the other thing you need for an ACC certification is a hundred hours of paid coaching. You have to, you have to provide coaching and get paid for it, a hundred hours. And so we, you know, I think what the CCLC can also do is give people the confidence to go out and ask people to pay them.

Chad Hall: Yeah. I just had this conversation yesterday. A guy said, I'm coming to the end, I'm getting my CCLC. I think I'm ready to coach. I kind of had one of those like Scooby Doo moments, like, getting

coach, and somewhere along the way he missed the memo that you can coach immediately after getting some training.

Brian Miller: Absolutely.

Chad Hall: But for him it was, "I want to have that certificate before I'm even willing to go coach my first client." And by the way, we don't want to get letters. I just want to, you said, a hundred hours of paid experience. Technically 25 of those hours can be unpaid, but, I don't, we don't want your letters to, you know, all of our podcast listeners, they're really not the kind who would write a letter about that. But anyway, but you do need experience to get that ICF credential. To get the CCLC we don't make experience part of the requirement.

Brian Miller: No, it's a good way to get, I like ... You don't have to have that certificate even to get paid hours. But, but it gives people confidence. And, and we also, I mean we put this together, you know, with some particularity to say, with these two courses and the 10 hours of mentor coaching, we believe you will be competent enough to provide very good coaching.

Chad Hall: That's right.

Brian Miller: We feel good about it. And that also gives you a chance to, to have that affirmation from people who have trained, you know, over 2000 coaches and over 15 years that, that we, we know coaching and we believe that this is a great level, for you to shoot for, to strive for, to arrive at, to provide excellent coaching.

Chad Hall: Yeah, you know, I sometimes tell people after their very first coaching class, I'll say, Hey go, go coach. You are not going to hurt anybody.

Brian Miller: Yes.

Chad Hall: By the way, you may not help them very much either. But you're not going to hurt anybody. This isn't brain surgery. You know, you practice on someone. And so, after the very first class you're not going to hurt anybody but you may not be that helpful either. After the CCLC you're going to be helpful.

Brian Miller: Yes.

Chad Hall: You're going to have, the knowledge, you're going to have enough experienced that you gained just from being in the courses, the feedback that you've gotten from the mentor coaching. You know, you're not going to know everything about coaching. You're not going to be the world's greatest coach, but you're going to be helpful.

Brian Miller: Oh, absolutely, absolutely. Let's talk about the classes just for a minute. The first class is Foundations in Christian Coaching. So it is an introduction to coaching in general. It's, you know, it's a very specific profession. I mean there are specific skills or specific competencies. There are things that, that it's not. And so we spend a lot of time in this foundations class, just introducing the concepts of coaching skills and for sure what I love about it is you will be coaching, multiple times before the class is over.

Chad Hall: Yeah, we throw you in the pool. We don't throw you in the deep end, but we do throw you in the pool. You go through some coaching, and you know, one of the things you start with, you know, those distinctions that you talking about Brian, and I'm going to brutalize this quote, but I think it was Michelangelo who said, you know, "If you're going to carve a statue of a horse, you just take away everything that's not a horse." Well, part of knowing, I did brutalize that, didn't I?

Brian Miller: I think so. No letters!

Chad Hall: With coaching, one of the first things you're going to have to know in order to go to coach. It's to know what coaching is not. So we make these distinctions. Coaching is not counseling, it's not mentoring, it's not consulting and a couple of other things. And so we just really find that that's really the most helpful things for people to just recognize. This is not the other thing. And that way, that kind of helps me narrow it to where it actually is. And then we teach people the skills and some models to actually do the coaching.

Brian Miller: You know, it's, it's interesting we were talking about the distinctions of coaching. Maybe this is a sidetrack, but there's been a couple times lately that, that, that students that we've had come through have identified that coaching is a great way to, to enter into the niche that they're looking at. One, one student was international student, Chad we get, we get tons of international students.

Brian Miller: If people are, are international and wonder if they can take our classes online. Absolutely they can take our classes online. And I love that fact that you are likely to be in class with someone. We've had people from Australia, from Japan, from India, and that's just in the last couple months, that we've had in our classes. But, but it was interesting to me for, for instance, one of our coaches, her niche is police officers.

Brian Miller: And she was, she was talking about. I just did a podcast with her. It's going to be coming out next week actually. That, that police officers, there's a stigma to seeing a counselor. And not only stigma, it can cause professional problems, is what she was telling me. And I, and I can understand that, but seeing a coach has a different flavor. Now, it doesn't replace counseling, but it does come alongside. And there are, you know, there are things, we talk about the distinction, but there are some things that that go along helping to define movement.

Brian Miller: The other one was, an international student who was talking about, in his culture, vulnerability is not, is very hard to come by. So coaching allows kind of a step to say this can be a step of vulnerability to openness to relationship, but that's not so, maybe so, scary or I don't know. I don't, I don't want to put any words against counseling. I'm very much for counseling, but in that culture they're very hesitant.

Chad Hall: Yeah, and you know, one of the things to remember about the distinctions, is that, we are not distinguishing coaching from pet grooming, that those don't have any similarities, you know, the fact that we would need to make a distinction between counseling, coaching and consulting is because there are some similarities. There's some overlap. These are supporting relationships, and so you know, you're not going to confuse coaching with a lot of other things, but it's at least another of a sibling to counseling, to therapy, to consulting.

Chad Hall: That the distinction is helpful, which means that it's closely related, and not that it provides some of the same type of support. So, somebody who you can confide in, you can have a confidential relationship, you can find some support from them as you try to figure out what's next. And of course, you know, we don't get too deep into this in the 501 class, but you know, there are forms of counseling that are very similar to coaching. And so things like cognitive behavioral therapy, very similar, almost, almost difficult to distinguish between that style of counseling and coaching. But you know, to begin with 501 when we just make those broad brushstroke distinctions, so that, you know, coaching is not therapy, it's not solving people's problems for them. It's not telling them how you did it, you know, therefore how they should do it and those kinds of things. That tends to be really helpful for folks to learn those distinctions.

Brian Miller: Oh, absolutely. And yet it can be about identity. It can be about emotion and passions. It can be about a lot of things. And so it's interesting, what a great class this Foundations of Christian Coaching, I love it. And it also then introduces some models for coaching to say, here's some ways, a conversation should look like. I think that's probably one of the, the big one after the distinctions is that a coaching conversation has a certain shape. And we really take some time to help our students understand that shape.

Chad Hall: Yeah, you know, some people come into coaching, to coach training. And they really are pretty skilled and pretty good at just talking to others, and supportive through conversations. But they're kind of like untrained house builder. It's like, you know, I can build a house, I can put up a shelter, but boy if I knew the actual steps, like you know, the kind of best practices, oh, I'd be so much more efficient, so much more effective.

Chad Hall: You know, I'm just kind of making it up. And so a lot of times people come into coaching and they realize, oh, if instead of jumping right into, what could you do about that. If I'll explore, you know, to begin with, if I'll go set goals, you know, those kinds of things. They're really interested in the shape of that conversation. They, they walk away far more equipped to have powerful conversations instead of just kind of trusting their instincts about how to have good conversation.

Brian Miller: That, that was me after I took, I took this class years ago and, and I felt like a fish who finally found water, you know. So I naturally had a lot of these skills, but, but then to understand how to turn them into competencies, how to measure them, how to be more effective, how to sharpen those skills just after that first class. That was, that was just, it just felt so good. Kind of an affirmation of these kinds of skills that I naturally had. And, and yet somebody had really taken time to show you how to be very very competent, with those skills. I was fantastic.

Chad Hall: Yeah. Yeah so 501 we do the distinctions, we do the model, we do the skills. Then we do some other models and, you know, not that we expect people to use all of those models but, you know, one of the size doesn't fit all. So you get some really good models, you get close to use it. It's a fun class. It really helpful class I think.

Brian Miller: Yeah. And you're going to hear somebody coach every week, whether it's one of us, the trainers or one of the students. Yeah, now that's a great piece. And then, and then we followed that up with what we call 502 Building Dynamic Relationships. What's, what's that, where does that go? Is it, how's that extend that first class?

Chad Hall: Yeah. So one way you could think about it is, if 501 is about coaching conversations. So you have a model for a conversation. 502 is about what, how you have a coaching relationship. And so, you know, cause that's really where a lot of the power is in coaching, and, a coaching relationships it's just a string of conversations. It's kind of this compounded collection of conversations. There is this relationship.

Chad Hall: And so, how do you help people get started in a coaching relationship? And so we look at things like, some assessments like high performance patterns. And then we also go into those nuts and bolts things around contracting and, you know, prep forms. And what do you do during the very first session. You know, so that you're not deer in the headlights, you know, with that new client. But it's all about kind of. It's, it's not really a marketing class per se, but it is about how do you find and how do you kind of bring into, to your clientele, folks that you can have a coaching relationship with?

Brian Miller: My favorite part of the classes is about presence, right? About creating that partnership, about how to enter into that. Because that's, you know, Chad as I've looked at, you know, everything about life as, you know, as compared to these, these, these teachings on, on how to partner with someone. But I, that's again, I don't even know if those skills were natural, but it's just something that is so, that we need to understand in our lives. And how to, how to have good presence with someone, how to, how to lead them without leading them, you know, to, to, to partner in that leadership.

Brian Miller: There's just so many pieces that I just love about that. To see how we're showing up. There's, there's, there's definitely some, some parts and, about coaching presence where we, we look, we, we, we actually give you a chance to see what others, how others see you and then you show up man that is, that's scary. And it's also so helpful.

Chad Hall: Yeah, it can be really transformative. The presence part is great. I also love the high performance patterns.

Brian Miller: Oh me too.

Chad Hall: We have in the past taught even stand-alone courses on high performance patterns. And, to learn what's the pattern when you are, you know, really contributing at a high-level getting results better than what you would have expected, and you know, project, relationship or whatever. And then of course we help the people in the 502 class understand their own high performance pattern so they can help their clients understand high performance patterns.

Chad Hall: Because it's a great way to just get started and get some traction with a new coaching client. One of the many ways you can, but it's really a good way. And so I hear a lot of people at the end of the class when we say, you know, hey, what was the most powerful, most important? They'll say, oh, high performance patterns was just awesome. And so the whole class is, but that, you know, those are some highlights.

Brian Miller: Oh no doubt that, that piece changed the course of my life. I don't mean to sound so, so hyper strong about everything I'm saying but there's no doubt, that, that understanding a few of the patterns that put me into high performance and knowing what those were, I began to then, then,

any change I made, any commitments I made, any jobs I tried to go after, I made sure those were in place and I had them identified, and just for myself. Let alone that we can use those even in our coaching, you know how are we going to develop a coaching practice.

Chad Hall: Yeah, maybe we should do a podcast on high performance patterns. Wouldn't that be fun?

Brian Miller: I would love to do that. We need to do, we need to do that right after Christmas.

Chad Hall: This is part of both of our patterns of high performance. You know, somebody has an idea, it resonates. It's like, hey, let's try it.

Brian Miller: We do and how can we again improve upon that and go with it. That is very true. And, and then we, I think we've been doing this long enough. It's, it's good to remember that, that when somebody finally gets a client and maybe a repetitive client, that's when they actually, the fear comes, you know, they think it's fearful to ask somebody to be their client. But I think there's even more fear once somebody says, sure. And you're like, oh boy, how do I show up. How do I make this work? And we go through all that and again the 5-0-2, as well. And I think that just gives a real strength. But then Chad, we go into, Group Mentor Coaching. We call it GMC because we have to abbreviate everything. I mean, it is, seems to be an absolute requirement of our job.

Chad Hall: Really Brian, saying Group Mentor Coaching it's just way too difficult ...

Brian Miller: I am tired, I am exhausted.

Chad Hall: GMC, we're like cavemen, you know, we sat there grunted out with, you know, as few syllables as possible.

Brian Miller: Yeah, no, around the office we usually call it jumps. So we don't like to even articulate GMC, Silliness. But I found Chad, and I want you to describe what this is, but I've found that, that, I don't know, it just kind of surprised me. That's where my coaching competencies went from amateur to professional.

Chad Hall: Yeah, you know, how do you learn to coach? Well one is you get trained. And that's kind of a cornerstone thing that's really important. If you don't get training, you probably won't be a very good coach. But then the other, the other three corners are you coach, you get coach, you observe coaching. And those are the three that we cover in GMC. And man it is, it's a little scary. By the way, anything worth doing in life is a little scary. You, you want to take a risk and it's so, it's so rewarding risk, and so it's worth taking.

Chad Hall: So the way that it works for folks who are, maybe not familiar with it, we do group mentor coaching once a week over the phone. One person coaches another person for 30 minutes, and then typically I'm the one facilitating those group calls. I'll facilitate and give feedback during the final 30 minutes, 30 minutes coaching, 30 minutes feedback. And people are all different levels.

Chad Hall: Some people have done very little coaching, some people are a PCC coaches. They're just coming back into a group mentor coaching, you know, to get some, kind of hone their skills. So if you're not, if you're in a CCLC cohort, you're going to be with other people who are new to coaching,

but in the GMC you might get a few people who are a little farther along, especially since the ICF changed the rules on renewing your ACC. So we get people coming back, now to renew your ACC, you have to have 10 more hours of mentor coaching. So quite a few folks doing that, but it's a lot of fun because you're getting coached, you're, you're doing some coaching, but the real ticket is observing coaching. That, and people think, oh, that's not going to be that helpful.

Brian Miller: That's a surprise. Right? I'm thinking maybe I don't have to pay attention during those parts of the calls, but that's where the gold is.

Chad Hall: It is. It's like watching film of a football game and you're seeing the whole field, instead of being stuck at a place where you were as a player, and you just, like you just notice the quality of the questions, you notice the aha moments that the client's having. But it's like the game's moving slower and so you can just really pay attention to all of that. So that then when you're in the game you can notice it even though it's happening at full speed. It's really rich. So yeah, I always encourage the observers to write the questions down that the coach is asking, and then maybe what, what questions would have been even, you know, some other helpful question. What would be a better way to ask some of those questions. And then, what are the aha moments that the client's having been captured. It's just really, really good way to improve your coaching.

Brian Miller: Oh, I think, I think that's great. And the completion of that we, we give people the CCLC certification. Chad, I just think this is a good time because this is the, the first podcast of 2019 and we are starting a new cohort starting February 5th. That's going to be Tuesdays at 1:00 PM Eastern. And if you've been thinking about this, if you've been listening to some of these podcasts, you're thinking, I think that coaching is for me. I think now's the time to get started. We, we've got, we've got a cohort coming up.

Brian Miller: Chad if they want to, if they want to see more information, they can go to coachapproachministries.org/coachnow and that will take them right to a ton of information about this upcoming, cohort. What, what would you tell someone who's thinking, you know, can maybe I want to do this, maybe I don't, do I have the time, do I have the money. What would you say to them?

Chad Hall: I would, not to be sued by Nike. But I will probably say, Just Do It. I will say this and, and this is not hyperbole, I have never met someone who completed the CCLC that said, "I wish I hadn't done that." People get to the end and they say, "That was worth it. That was well worth it. It was challenging. I'm so glad I did it." And again, a lot of people continue on in their coaching development and, you know, their credentialing and that kind of thing. A lot of people, you know, I would say it's a minority, but it's a sizable minority. Say this is exactly what I needed. This is how much this got me where I need to be for now. Yeah. And so one thing you can know is, our goal isn't to pressure you to, you know, now that you got your associate's degree, you want to get your PHD [inaudible 00:26:44]

Brian Miller: Right, right. Not necessarily, it depends on who you are. It depends on your situation.

Chad Hall: The other thing I would say is that, while the CCLC is, you know, structured 501, 502, GMC, it is not a, one size fits all. Part of what we want to do is help people discern where does coaching fit into their lives. Is this a profession? Is this something that they want to fold into their current

role? You know, whether that ministry or marketplace or missionary or something like that. And so we really do try to tailor, a lot of the development to suit, where folks are and where they want to go. We're not trying to kind of cookie cutter a bunch coaches out from this program.

Brian Miller: Yeah. I'll say a couple things. One is that Chad, you and I, we, we just met and had a kind of a leadership retreat and we came away with, with really wanting people to know that this is a community, this is a family. That that's the way we feel about this. It isn't take a class and then, you know, see what you can do. Good luck. We really feel like it's something we, you know, we want to see people succeed.

Brian Miller: I mean, that's, that's the, that's the bottom line at coaching because we think it makes a difference in the Kingdom of God. And so we're a family. We're going to support you through that. There's, you know, you're, you're going to feel, supported and encouraged by us at a lot of levels. But the other thing I think that's important there is, it's a challenge. It's not, you know, it's not just show up and do the work and, and check the boxes. It is a challenge. You, you will be challenged to, to take your game up a notch. And I think that's, you know, I'm glad that's true.

Chad Hall: Yeah. This is not a program that you audit. This is not a program that you kind of sit on the sidelines and listen, or watch. You, you get into it and that's the challenging part. By the way, we mentioned how GMC works. It might be helpful for folks to know, 501, 502, those meet online 90 minutes each week for eight weeks per class. And so we use typically Zoom or, GoToWebinar, GoToMeeting. One of those formats, so you're seeing your classmates, you're seeing us, seeing the PowerPoint slides, that kind of thing. It's a real time. This is not, you know, a press play and watch a recording, it's real time. And it's training that's been approved by the International Coach Federation. They have looked at our curriculum and said, good housekeeping, seal of approval, stamp you know, two thumbs up, that kind of thing. So it's quality and it's, it is, you know, we're bragging on our own program here Brian, but it's good.

Brian Miller: No, but it is good. And something we just started doing more of. I, at least I have is putting people into triads where they meet outside of class at least four times. And what I'm finding is more and more the relationships that are being built in those triads, go on past the class. These people stick together and think to themselves, keep in touch, encourage each other, run ideas past each other. I'm thinking about throwing this out on Facebook as an advertisement. What do you think their cohort? And then they often, they, you know, as an afterthought, they send it to me or you and say, you know, what do you guys think.

Chad Hall: What do you schmucks think?

Brian Miller: Yeah, but no, I think that's great. I mean, you're going to, you're going to meet people who are thinking like you are and there's, there's room for relationship in that. So that's awesome. It starts February 5th this time. We do it every quarter almost. So there's definitely going to be opportunities if you can't take it this time. But man, don't put it off. If this is something, you know, that you've been thinking about, that God's been tugging at your heart, we hope you'll get started. We, we'd love to have you, in this February, this 2019, class, 1:00 PM on eastern. All the classes will try to meet around that, that time throughout. And coachapproachministries.org/coachnow.

Brian Miller: I just want to say thanks to everybody for listening to this week's podcast. Coach Approach Ministries is a nonprofit coach training school with over 15 years of experience, training more than, Chad believe this, 2000 coaches. Let us know how we can help you start or further your coaching career by visiting us at coachapproachministries.org or email me at bmiller@ca-ministries.com. We'll see you next week.

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