

Why Coaching Works, the Science

by ANN GOLDEN EGLÉ, MCC of Golden Visions Success Coaching

Have you wondered why you meet a 'coach' nearly everywhere you go these days? What is it about this profession that attracts so many people, both as practitioners and as clients?

Studies in neuroscience shed light on this phenomenon—it's all in the way we think. Simply put for this article, we have two working functions in our brain: 'hardwire', which connects existing patterns and 'working memory', which analyzes new data.

In everyday life, it is easy for us to stay with what we know, what is hardwired into our brain. The light is red, so I stop. I don't have to think about it and am not motivated to act in any other manner. Life is easy and, yet, we are stagnant.

The 'working memory' moves much more slowly and consumes great energy, kind of like cutting through ice versus skating on top of it.

When a new connection is made through 'working memory' however, it is extremely energizing. Think of how great it feels to complete a challenging Sudoku, or finally come up with a new plan of action after pondering it for weeks.

David Rock explores these two functions of the brain with respect to the role of coaching in his new book, *Quiet Leadership*. Rock looks at four 'faces of insight' to get us from where we currently rest on our laurels, into action. Let's go through an exercise. We'll use an unhealthy relationship with a colleague at work as an example.

Awareness. We are aware of this unproductive relationship, yet stay with what is familiar (hardwired) and do nothing to solve it. We go over the same scenarios again and again in our mind with no resolve. Enter our coach, who chal-

lenges our 'working memory' to move beyond status quo and into the brave new world of options and novel solutions.

Reflection. In reflecting on various approaches, we stretch our 'working memory' and the energy begins to flow. As a coach, I often hear clients say, 'I tried that once and it didn't work.' This 'hardwire' thinking is limiting. Perhaps they tried to talk to the colleague at work. While reflecting upon other options, my client

may choose to approach their colleague on the golf course, at their home or at dinner.

Illumination. Ah-ha! The options unveiled in the reflection phase has illuminated a possible new approach. "That's it; I am definitely going to approach him at dinner!" This is where the energy rushes in. According to

Rock: "Even small illuminations pack an energetic punch. The rush is being driven by a new set of connections in our brain. Having an insight is one of life's most pleasant moments."

Motivation. Now that we have created a new approach, we can barely wait to give it a try. We make the call, set the plan in action. "When people are in the motivation phase, their eyes are racing ahead, ready to take action."

Coaching works due to its very nature of constantly stretching clients to think beyond what is hardwired into their brain and, thus, produce different results. If you find this concept intriguing, I challenge you to test yourself over the coming weeks to see where your thinking rests. Do you settle for hardwire status quo or are you continually seeking out new approaches to solving old dilemmas? If the latter is a challenge for you, hire a coach.

Ann Golden Eglé, Master Certified Coach and President of Golden Visions Success Coaching can be reached at 541/385-8887 or www.GVSuccess.com



Ann Golden Eglé

Q and A with Ann Golden Eglé

What Makes You Tick?

by SONDRA HOLTZMAN CBN Feature Writer

In this issue we feature Master Certified Coach Ann Golden Eglé, President of Golden Visions Success Coaching.

Q Tell us something about your company and your role in the company.

I had tough business decisions to make in '96 involving my move to Central Oregon. Not being one to typically ask for help, this time I needed guidance, yet found little available for someone of my professional caliber.

A trusted colleague suggested hiring an 'executive coach'. I gave it a shot. My coach enabled me to see my options more objectively. My resulting decisions came easily and I was hooked.

Devoting the following year to becoming certified as an executive coach myself, I opened Golden Visions Success Coaching in January, 1998. We coach high profile leaders in business, corporate and entertainment throughout North America.

Clients hire us to help them become better leaders, communicators, collaborators, visionaries. Many have pushed so hard to get where they are that they now want to find peace while still achieving high levels of success. We also produce a bi-monthly Leadership Success e-zine with subscribers throughout the world. I am president and lead coach, with three certified associate coaches working under my umbrella.



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Ann Egle

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Q What is the growth potential for your company and your industry in general?

An estimated 30,000 coaches practice worldwide today. That number is growing by the minute. I see no end in sight as clients wishing to make more sense of their business endeavors and lives are getting results.

Q What has been your company's greatest challenge?

Time. Anyone who is passionate about their profession witnesses this passion quickly turning into many, many hours of dedication. There is always one more research study to interpret, one more article to write, one more fascinating client to coach and one more non-profit to support.

Q Please share your thoughts on what Central Oregon could do to make the region more business friendly.

I've always found Central Oregon to be supportive to my business and to those of my clients. Organizations such as Opportunity Knocks, EDCO and the Chamber work hard on our behalf. Additionally, Cascade Business News keeps us well informed of business issues.

Q What is the biggest highlight of your career?

While receiving my Master Certified Coach certification in 2005 was spectacular, working with brilliant and talented leaders is a daily highlight. These individuals entrust me with their goals, challenges, vulnerabilities, fears and triumphs which is an extraordinary honor. We laugh, cry, explore wild and crazy ideas and, somehow, it all works out to move them forward. In short, going to work each day is my career highlight.

Q What was the worst thing that happened in your company and/or industry?

The worst thing happening at present is with the influx of uneducated individuals claiming to be 'coaches,' and confusing the general public. Not everyone with 'coach' on a business card is credentialed to practice. I advise anyone wishing to hire a coach to check credentials and track record.



Ann Egle with dog Lizzie

Q What advice would you give to other leaders with regard to managing a growing company?

Hire smart. Be a visionary. Focus only upon what you want to create and not on what outside influenced dictate. This has worked for top leaders for centuries. Why should 2008 be any different? Constantly ask yourself: "What is my company doing right? How can I expand upon that? How can I inspire my leaders to stay at the top of their game?" Eliminate resources and activities that are not beneficial to your company to refine what is working.

Q What do you do to relax? How do you spend your weekend, your vacations?

The coast. Any coast is my ultimate relaxation. Additionally, I am crazy in love with my husband, four-legged family members and life on our 20 acre 'Stargazer' ranch. We enjoy a daily parade of wildlife and a nightly spectacle of stars. When I tear myself away from the ranch, I love to travel nationally and internationally to study the architecture, food and culture. And I love to swim.

Q Tell us something about you few people know about—your favorite pastime, worst indulgence?

As hard as I've tried to make it so, I am not your typical Central Oregon outdoor enthusiast. I would pick a '5' star hotel with fine dining and a spa over trekking

through the woods and camping in the snow any day. Rogue River whitewater rafting is the exception.

Q In terms of volunteering, what is your personal or company's contribution to the community?

I am a facilitator for Opportunity Knocks; Member, EDCO & OEN; Member & Speaker—City Club, Bend Chamber of Commerce; Speaker for several organizations, including Leadership Bend, COCC and St. Charles; Past President; Bend Highnooners Toastmaster Club and support many local nonprofit organizations.

Information: 541/385-8887