



## **7 Reasons Not to Hire an Executive Coach** **By Ann Golden Eglé, MCC** **April 2017**

Little was known about executive coaching when I entered the profession in the 90's. Now, 19 years later what is known is too often misconstrued or simply untrue.

While it's true that coaching can help you take your professional and personal game to higher levels, it may not be for everyone.

Below are my Top '7' Reasons 'not' to hire an executive or leadership coach.

**You're not willing to change.** Some individuals simply don't want to change. That's perfectly okay. Coaching invites you to expand your concept of what's possible; to have an open mind to change, new approaches and broadened perspectives. If you're not eager to unlock current thinking and behavioral patterns, don't proceed.

**You believe coaching is the same as seeking a therapist.** Many of my clients see both a therapist and a coach for different reasons. Therapy is typically 'process' oriented and highly valuable for those of you who want to understand why you are who you are. Coaching is 'results' oriented in asking you to look forward. What do you want to change or attain? What thoughts, behaviors, attitudes or assumptions need to be enhanced or eliminated?

**You really need a consultant.** Consultants provide a valuable service in coming into your business and making expert recommendations for you to execute. With a coach, you become the expert. You dig deep, expand your thinking and gain greater insight into your challenge(s). You increase your ability to solve your unique challenges. Your results are lasting as they are within you and thus spread through your organization.

**You don't want or need feedback.** We cannot know what others see in us—our strengths, weaknesses, areas in which we may be defeating ourselves. Many people are fine without this knowledge. Feedback can be frightening. The job of a dedicated coach is to discover and build upon your strengths and to see opportunities in you that you cannot see on your own.

**You like being a victim.** It's always someone else's fault. There's always someone willing to make things better for you. This pattern has always worked for you. Why change now? Coaching is all about enhanced confidence and freedom in taking ownership. You are responsible for your words, actions and achievements.

**You're too busy.** How could you possibly squeeze in one hour per week to commit to attaining what you want, professionally or personally? No one knows how busy you are. You're not

willing to prioritize; set time management goals; eliminate certain activities or people; establish boundaries and say 'no'. These activities actually give you more time.

**You're capable and don't want to ask for help.** One of the first lessons in any leadership development program is learning to ask for help. Still, many avoid it at all costs, fearing looking vulnerable. Imagine a top athlete, CEO, Pulitzer Prize Winner, or Oscar winner who hasn't asked for assistance along the way. Still, making that first call to ask for help can be difficult.

While coaching can bring about significant change in one's life, it's not for everyone.

Hiring my first executive coach in 1996 changed the course of my life. I would not live in the beautiful city in which I live nor thrive in my current profession without having made that bold decision. The smile on my face as I write this says I made the correct choice.

If you're not completely thrilled with your current professional situation or have goals you've not attained on your own, I challenge you to find the courage to call a qualified therapist, consultant or coach today.

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