



## What is this Coaching Craze?



**Have you heard friends or colleagues talk about having a coach and wondered what that's all about?**

Having a personal coach is growing exponentially and the research supporting it makes it enticing – but what is it?

Before I get into defining it, let me share how it has benefitted me! Yes, I am a certified professional coach with a coach of my own. I resisted having a coach because I thought needing a coach somehow meant I was a failure, that I couldn't figure it out on my own or wasn't competent enough. Boy was I wrong. In fact, I benefitted so much, I pursued a coaching certification so I could bring the same value to other women.

I remember the day well. I was talking with my assigned manager from a partner company and was totally stressed trying to do the work and manage the business. Scott said to me, "Joy, you're not having any fun are you?" That was an understatement. He said you need coaching help and he set me up the same day with a coaching call.



**What if coaching could make your career journey be the difference between working with an original iPhone and the iPhone 6 or 7?**

Business Coaching is attracting America's top CEO's because, put simply, business coaching works.

In fact, when asked for a conservative estimate of monetary payoff from the coaching they got... managers described an average return of ...about six times what the coaching had cost their companies.

**– Forbes Magazine**

Quantifiable benefits of 529% ROI --  
**MetrixGlobal**

**By the end of that call I had a plan for moving forward, felt totally relieved and saw myself differently – not as a failure, but as someone who needed a different perspective to be able to work smarter not harder.**

I was amazed at one simple question my coach asked me that challenged my thinking and my mental model about how I was functioning. I needed to hire help and he busted right through the objections to hiring someone I didn't even realize I had. I now have help and am more productive, more profitable and love working with my assistant who provides more than work help – she provides the teamwork I so missed from having worked in an organization. Since then, I check in regularly with my coach and especially when I feel stuck. It never ceases to amaze me how easily he gets me unstuck when I have spent days chewing on something on my own. **Every coaching call means a new breakthrough for me and moving forward in energizing ways.**

**Coaches are not people who fix broken people, but rather they “partner with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.” (International Coach Federation)**

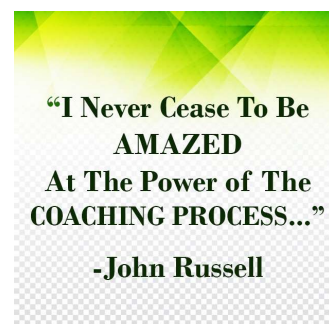
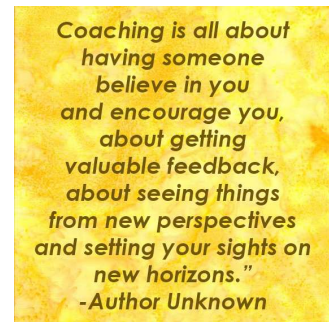
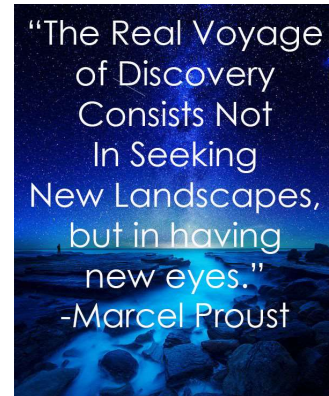
The research is overwhelming in terms of return on investment. So much so, many companies are willing to pay for coaches for leaders and potential leaders.

**86% of companies use coaching to sharpen the skills of individuals targeted as future leaders.**  
**--- Right Management**

My coaching clients are predominantly women leaders who want more! They want more visibility to upper level leaders for their contributions and accomplishments, more challenging

Training increased productivity 22.4%.  
 Training plus Coaching increased productivity 88%.

**– Public Personnel Management**



positions, higher level jobs, salaries that acknowledge their worth and a great work-life balance. They want to love their jobs and have their bosses, clients and teams love them back. Loving what you do and with whom you work and having their recognition and respect is at the heart of life-work satisfaction.

Do you want more? I can help you get there. My coaching clients successfully improve their visibility and ability to move up in their careers and make higher salaries through negotiating better job offers and salary increases. My clients are opening doors and creating opportunities they previously thought unattainable.

What are your dreams? What is it you want that you aren't getting right now? Research also shows us that men apply for jobs when they feel 80% competent for the job, whereas women wait until they feel 100% competent. Let's change that ladies!

**Research also shows:**

- Men initiate negotiations about four times more often than women
- Women enter negotiations with lower expectations
- 20% of adult women say they never negotiate

Negotiating doesn't have to be scary. I'm a career negotiator. I spent 30 years negotiating contracts and I know the tricks to make it easier for you even if you've never negotiated anything in your life.

Would you like to experience a coaching session to see what it's like? Here's my offer to you – a free 30-minute coaching session via phone to explore it for yourself. Try it out. There's no obligation and no pressure.

Give yourself a boost,



THE DIFFERENCE BETWEEN  
WHO YOU ARE & WHO YOU WANT  
TO BE  
IS WHAT YOU DO

**“The Greater Danger  
For Most Of Is Not That  
Our Aim Is Too High  
And We Miss It,  
But That It Is Too Low  
And We Reach It.”**

**-Michelangelo**

IF YOU DON'T  
*Believe*  
IN YOURSELF  
NO ONE  
ELSE WILL

## Upcoming Newsletters

**August**

The Art of Continuous  
Improvement

**September**

New Beginnings vs.  
Overcommitment  
Learn to Say NO!

**October**

Don't Wait Until They're Gone!

Take your career to a new level. Contact me!



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- **Personal Career Coaching**
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- **Team Development**
- **Customized Training and Facilitation**
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