



More and more I hear about businesses that are creating a network of coaches in their organizations. 'Coaching' is THE thing nowadays. Coaching has come out of the sports locker. However, it is no surprise to us here at PBC, that coaching principles work for successful lives, as we know they work for successful businesses. For years we've been coaching entrepreneurs, using and teaching these competencies, so as to create wealth and jobs. Read on below to learn about the 12 Coaching Core Competencies that form the basis of a coaching culture and implement them in your business and your life today. Coaching is not just for the licensed professional, everyone can benefit from applying the methods.



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## PBC News

### "7 Strategies that Work Together to Double Your Business Profits."

Shake off all that beach sand and get your business roaring back to finish out the year strong. One of my most popular, this interactive presentation is filled with actionable strategies that you can deploy immediately. August 15th at noon, with the [South Shore Chamber of Commerce](#) at their brand new location in Rockland, MA. [Click here to register!](#)

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Get the Sales Results you deserve with **Client Builder Sales Academy** - Next Open Class Starting in September. **Sign up now to guarantee a seat!** And to make paying for it easier, visit [Massachusetts Workforce Training Fund Program](#). All MA employers can select me as their approved trainer and have my fees reimbursed by the State. My [Client Builder Sales Academy](#) is [listed here](#) (just type "Coach" for "provider name" for a list of all my programs.) Take advantage of this exciting opportunity to train your staff using the funds that you have already paid into this State program. Please [contact me](#) if you have questions.

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7 Strategies to Double Your Profits

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## The 12 Coaching Core Competencies

Definition: **Competencies** are identified behaviors, knowledge, skills, and abilities that directly and positively impact the success of the coaching process. Competencies can be objectively measured, enhanced, and improved through coaching and learning opportunities.

Definition: **Coaching** is the process of guiding people to improved performance. Parents need to coach children. Supervisors need to coach their staff. Managers need to coach their teams and entrepreneurs need to coach their closest people.

The importance of building a 'coaching culture' in an enterprise cannot be overstated. There are a dozen principles of coaching that all organizations must develop, and they are...

1. **Coaching influences:** It is vital to understand how people learn differently and the part other disciplines play in coaching. For example, psychology, philosophy, adult learning theory, management theory, and consulting.
2. **Creating awareness** of the need and direction of improvement, by asking "curious" questions and using assessment tools. You cannot change what you do not recognize.
3. **Authentic listening and responding with empathy:** People don't resist change. They resist *being* changed. Coaching isn't teaching. It's about supporting others in learning to learn. Listening to the meaning behind the words.
4. **Creating action:** Coaching is about taking self-directed action. Coaches help coachees see the actions they need to take and then hold them accountable for achieving progress. Also giving feedback by identifying when the coachee is not taking action congruent with their vision and values.
5. **Identifying values:** Values are the things that get us out of bed each day. It is vital for a coach to know their own and those of their people. Then through feedback and not opinion, show the coachee when they are not following their own values.
6. **Coaching presence:** Is about being mindful, focused, and totally WITH your coachee. It's about emotional intelligence so as to build trust between coaching partners.
7. **Perspective:** Everybody has a unique lens through which they view the World. Your perspective determines how you act. A good coach understands perspective and empowers coachees to reframe their perspective to improve performance.
8. **Active accountability:** Coaches need to embrace new definitions of old concepts such as accountability, responsibility and ownership so as to build commitment to better results



9. **Building structure:** Passion plus structure equals action. Coaches must help people develop the means to act on their commitments. Structure is the bridge between goal setting and achievement. Without structural support change is often short lived.

10. **Building strengths:** Coaching is a 'strengths-based' approach to overcoming challenges. What are your natural strengths? How can you use them to help others achieve?

11. **Self-directed learning:** Coaches focus on learning more than teaching. Discover how you learn best and how you can help others best learn.

12. **Change process:** Coaching is about making the most of those 'moments of impulse' that we all experience. It extends them and embeds them in behavior for a lifetime of improved performance.



*Businesses are about people. They are run by people, for people. Too many businesses are stuck in the rut of 'we've always done it this way'. That rut is the road to mediocrity. At PBC, we know that nobody gets better at doing anything without quality training, skill-building practice, and timely, accurate, and balanced feedback. Take the first step to create your coaching culture. My 12-week training program to implement a Coaching Culture might be a good solution for your organization. Call [PBC now](#) for a free no-obligation consultation.*

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