

The Crystalizer

Crystal-Barkley Corporation
The John C. Crystal Center
Originators of
Life\Work Design

Coaching: The Purposeful Means to Successful Outcomes

Accountability Partnering for Guidance and Support

Developing a focused coaching relationship with our clients is a key factor in the success strategy of the Crystal-Barkley Corporation's *Life\Work Design* program and has been for many years. Many who contact us to inquiry about our programs have not had experience with a coach and may wonder about what this will accomplish. "If I take your course and experience the process of discovery about myself, my direction and my real goals in life and work, why do I need a coach?"

Think back to when you participated in a day-long seminar or maybe one of an entire week's duration. Remember the great ideas, techniques or other "learning" that you came away with. Remember how inspired you felt at the time; "I can't wait to get back to the office to put (fill in the blank) into action." Remember the workbook you brought back with you full of great information and your insightfully captured, pertinent notes. Now, think about what you have done with these new insights, since! More often than not, these good intentions were swept aside as you returned to daily reality.

Coaching has proven to be a tremendous tool through which individuals as well as organizations have more effectively identified, committed to and moved toward their goals. Whether it is implementing the new learning from that seminar or making and implementing a life altering decision, working with a professional coach is most often the difference between a satisfying, productive outcome and no outcome at all. Many Crystal-Barkley clients are considering or have actually committed to a significant career move. Making the time to do the work involved in identifying the desired role or career path and moving into it is a significant challenge in itself. Integrating this activity with the demands of on-going employment and family/personal responsibilities can be truly daunting.

In partnering with an experienced Crystal-Barkley coach, who understands deeply the *Life\Work Design* program from both the client's (Our coaches originally came to us as clients.) and the coach's perspective (They also have been active full-time practicing

coaches for many years.), our clients receive expert guidance in use of the various tools and methodology associated with the process. Through the coaching relationship, clients avail themselves of a professional sounding board who provide empathetic yet objective feedback, a thought partner with whom to discuss and reframe alternatives, and an accountability partner to assist in setting and following a realistic schedule of activities in pursuit of goals.

So, in a little more detail, here are some representative characteristics of coaching:

- A most effective way to accentuate personal awareness, planning, and commitment to goals;
- Its positive orientation focuses on your present and future;
- Builds on the strengths you possess in abundance;
- Supports your taking 100% responsibility for progress and success;
- Produces targeted action steps and provides the metrics for measuring progress at each milestone;
- Allows for objective feedback, advocacy, and accountability in an environment of opportunity, change and challenge;
- Like the entire *Life\Work Design* process, it provides the opportunity for new ways of thinking and acting, while minimizing apprehension.

If you are a Crystal-Barkley client – and you are if you have ever participated in any of our programs – you may want to explore what coaching might do for you now. You may even have some coaching time remaining in your original contract. We will honor that time, no matter when you contracted it.

You may also have relatives, friends or associates whom you feel would benefit from our programs. Let them know about who we are and let us know how we can be in touch with them. We would be happy to call or e-mail them directly.

If you are not a Crystal-Barkley client, consider if now is the time to move toward a more balanced, satisfying and productive life and work. Please be in touch. This call is, in fact, the first step in moving toward your most desired future.

The *Crystalizer* is co-authored by Nella G. Barkley, co-founder and chief executive officer of Crystal-Barkley Corporation and Bob Scudder, a certified executive coach and member of the Crystal-Barkley team. Nella is an internationally respected career and life coach who has assisted literally thousands in the identification of the full range of their unique abilities and resources thereby realizing and expressing their full potential.

Should you wish to speak with a coach, call us at 800-333-9003 or e-mail us at crystalbarkley@careerlife.com . Our website may be viewed at: www.careerlife.com