



Heart Coach

Charge What You're Worth

The Two Types of Education

Class 1

Today's Objectives

1. Redefining what an expert is so you start to see yourself as a coach and leader in your field
2. Learning the two types of education
3. Noticing that you ARE a coach as a way of “being” versus “doing”

Self-Worth & Esteem - Your Inner Dialogue

1. How you see yourself and how much you believe in your offerings will be the foundation that every conversation is built on. If you do not believe that you have a great set of skills or product it will be hard to share it or sell it.
2. If you do not know or believe that you are a great coach, telling them to work with you in exchange for money will be even more problematic.
3. Whether you have a degree or not, went to school for coaching, or have any number of certificates won't matter if you think what you know and who you are is insufficient.
4. You being a great coach has nothing to do with special pieces of paper or past success you have had. What makes good coaches great is teaching from their heart and sharing hard-earned real-life experiences

Redefining What An Expert Is

- An expert is somebody who has a broad and deep understanding and competence in terms of knowledge, skill AND experience through practice
- Most people think that to be a teacher, leader or coach one needs to be an expert, but an expert can be anyone who has a comprehensive and authoritative knowledge in a particular area
- Think about the area(s) you would like to coach in and ask yourself if you have experience in that area? Do you have skill? Do you have competence? Do you have practice? Do you feel you understand it deeply or even differently than others?

Two Types of Education

1. There are two types of education: Initial Education and Essential Education.
2. Initial Education is what you learn in school. Reading, writing, math. How to follow orders, take instructions, complete tasks and gain certain skills.
3. Essential Education is everything else you learn that makes up who you are and how you think about the world. Everything from learning to speak and walk, to your first heartbreak and figuring out how to drive. It includes all the struggles you have had to endure and work through (ie: dealing with health issues, marriage problems or financial woes) as well as all the accomplishments and success you've acquired.

Two Types of Education Cont'd

- Both are important and neither is better than the other.
- Many of us (especially in the Western Hemisphere) put a great deal of emphasis on Initial education as being the most important. We ask about grades, degrees, certifications and credentials, and while those are very important and beneficial accomplishments to have and be proud of, they are not what makes you a great coach.
- I attended University and graduated with a Psychology Degree but what makes me a great coach has nothing to do with any of that.

You As A Coach - “Being” VS “Doing”

- Coaching is not something you simply do it is actually who you are
 - To prove that- Look back and see where in the past you have been the person people rely on, come to for advice or look to for mentorship or approval
 - How have you already always been the person naturally taking leadership role with family, in communities or your job? Do you people ask you for directions? Do you tend to be included in troubleshooting ideas?
 - Where have you already been a coach or confidant throughout your past with friends, colleagues, family members or even neighbours
- Remember a coach is not someone who knows everything or is the best. A coach is someone who is able to teach people how to improve their skills in a subject or situation.
- How are you someone who has, or is, doing these things already in your life?

Exercise

In your groups:

1. Share what you see newly as places where you already have skill, expertise, experience and competence in the area(s) that you want to coach in
2. What can you see differently that adds to your ability to see yourself as a great (or better) coach that you were not aware of before.
3. Where can you see new levels of expertise and talents that may not have been included in your viewpoint of yourself and abilities

Homework

On your own or in groups (if you have time)

- Make a list of all the ways in which you have both Essential Education AND Initial Education. Share some of the life experiences you've had that make you feel passionate about or qualified to coach people.
- Put a dollar or time amount beside every book, course, program or article you have ever read or been part of
- Add up all the time or money spent and look at how many hours and dollars you have already invested in becoming someone who is skilled in that area.

Resources

1. The Element- Ken Robinson
2. Six Pillars Of Self Esteem- Nathaniel Branden
3. Seven Habits of Highly Effective People- Stephen R. Covey
4. The Gifts Of Imperfection- Brene Brown