

WHAT IS A COACH?

COACHES ARE CHANGE EXPERTS WHO HELP YOU DEVELOP A UNIQUE SOLUTION THAT WORKS FOR YOUR INDIVIDUAL SITUATION.

Below are four key characteristics that taken together set coaching apart from counseling, consulting, teaching or mentoring:

1. Coaching is a Transformational Conversation

The biggest surprise for first-time clients is realizing that the coach isn't there to give advice. Instead, powerful, incisive questions stimulate you to examine the things in life that matter most from new angles. A coaching conversation transforms the way you look at life, because your coach will push you to reflect more deeply, express yourself more clearly, and be explicit about your goals and values.

2. Coaching is a Transparent Relationship

A coach is a friend and confidant, your greatest supporter, someone who knows you well enough to recognize the greatness in you, and then challenges you to rise to it. A transparent relationship with a coach frees you to go to places you've never gone before.

3. Coaching is a Support System for Change

With support, encouragement and accountability from someone who believes in you, you can do far more than you would ever accomplish alone. A coach helps you stay on track, overcome obstacles, and convert a desire for change into concrete steps that result in accomplishments.

4. Coaching is Continuous Leadership

Coaches don't give solutions: they help you find the answers to your own problems. Coaching is helping you learn instead of telling you what to do. This approach builds your character and capacity as a leader and a person, preparing you to climb even higher mountains in the future.

To understand what coaching is, you must first understand what it is not...

A COACH IS NOT A...

CONSULTANT:

A consultant is an expert in a certain field who gives you advice.

COUNSELOR:

A counselor is a professional who prescribes what you need to become a whole person.

MENTOR:

A mentor is an influential senior sponsor or supporter.

A certified Coach helps you reach a goal or make a change in your life.

It is someone who motivates you, holds you accountable, and supports you.

Your Coach will help you find clarity in your life, uncover what is holding you back from reaching your goals and will help you develop realistic steps to reach your goals.

WHAT IS A COACH?

Looking back several centuries, a coach was a horse-drawn vehicle that took a person from where they were to where they wanted to be. With the passage of time, a coach became a person who assisted a person or persons (aka “team”) from where they were (ordinary) to where they wanted to go (champions). Coaches are still most prominently associated with athletics, but also provide great service in the arts (e.g., singing, speaking, acting, etc.) and more recently in businesses and churches.

We all need support, encouragement, and accountability when we are making a significant change in our life, or in the way we do things. A big part of what coaching provides is accountability - that extra nudge to follow through on what we know we need to do. A coach serves as a guide to aid navigation through life by helping us move from one place to another.

Coaching is a one-on-one method of helping another person grow and change. Instead of teaching a set curriculum, coaches start with where you are, help you define where you want to grow, and then help you get there. Coaching is based on the idea that leaders take responsibility for their own growth. So instead of giving advice or telling you what to do, coaches ask questions to help you sharpen your own discernment and decision making process. In essence, coaches co-labor with us in building or defining our vision, so we are transformed for the better as we pursue that vision. A coach is a partner who walks with you for a season, provides feedback, a fresh perspective, and consistent, gentle pressure to move forward.

Life is intended to be a team sport, and coaching is built on the power of relationship.

Coaching is a partnership between two equals, one of whom has specialized training and life experience that can challenge the other to move toward his/her destiny. We all have blind spots, and all too often our friends are reluctant to point them out to us. These blind spots could be the very things that are keeping us stuck where we are.

per·spec·tive

the state of one’s ideas, the facts known to one, etc., in having a meaningful interrelationship.

en·cour·age·ment

1. to inspire with courage, spirit, or confidence.
2. to stimulate by assistance, approval...

ac·count·a·bil·i·ty

responsible to someone or for some action

WHAT DO YOU NEED TO DO TO TAKE YOUR BUSINESS OR PERSONAL LIFE TO THE NEXT LEVEL?

Your certified coach can help you refocus, meet a challenging business or personal goal, find the passion in your life, navigate through a transition or bring balance to your life. A coach is like a personal trainer – a confidant, partner, supporter – for anything you want to work on one who pushes you to grow faster and be your best. And one who understands the leadership challenges you face makes a great partner.

Your coach is committed to providing optimal coaching to bring out the best in you. Here's what a personal coaching relationship looks like. **You'll meet two to three times a month with your personal coach. You'll choose what you want to work on, the action steps you want to take, and set your own pace.** The coach helps you focus your ideas into goals and action steps, offers a listening ear and challenging questions that get you thinking, and provides the support and accountability you need to follow through.

Each session begins with a progress report on your goals and action steps. Next you'll discuss your agenda, generate options, troubleshoot obstacles, and develop a set of action steps you want to take before the next appointment. You are always in charge of what you want to work on!

Starting a Coaching Relationship is Easy!

Your Coach helps YOU Choose...

1. What to work on
2. Action steps to take
3. Your pace

Your Coach Does the Rest!

- Helps you focus your ideas into goals and action steps.
- Offers a listening ear.
- Asks challenging questions that get you thinking.
- Provides support & accountability for follow through.

“Sitting under Dr. Leslie Brickman, helped me to think beyond surface issues. Coaching helped me to find the root causes of business problems. The acquired perspective of thinking has helped me immensely in my coaching, training and consulting business.”

*- Anthony Gitonga
Leadership Author, Speaker, and Coach*

Take a moment. Think about an important life goal you want to reach, a significant change you're attempting to make, or an area where you've always wanted to improve the quality of your life. If you found a way to greatly increase your chances of success, would you do it?

More and more people have discovered the difference a coach can make in maximizing their opportunities in life. As a coach I help people succeed! Coaching is not about dispensing advice or fixing you. Instead, a coach helps you find your motivation, clarify your objectives and stay on track to meet them. If you've never experienced how empowering the support and encouragement of a coach can be, you owe it to yourself to find out!

Our coaching relationships are distinctively different than other coaching relationships. You will gain the following through your coaching relationship with us:

1. Know Who You Are

You will get to know your inner world—your dreams, gifting, personality type, life stage and destiny. The creative environment of our coaching relationship makes this an exciting adventure of discovery.

2. Authentic Relationship

You will receive the gift of an authentic, encouraging and supportive relationship. Great relationships empower you to reach higher and be your best!

3. An Experienced Coach

Dr. Brickman has been a Life Coach and Professional Coach Trainer since 2002. With over 2300 hours of experience, he has coached clients internationally in Singapore, Kenya, Bulgaria, UK, and Korea, as well as in the US. His clients have included professors, businessmen, entrepreneurs, pastors, students, and those in government service.

TYPES OF COACHING

What can you work on?
Just about anything!
Just answer the question,
"WHAT DO I WANT
TO DO DIFFERENT?"

COACHING EXAMPLES:

Leadership Development
Exercise & Health Goals
Career Changes
Decision Making
Performance Goals
Career Goals
Refocus your Priorities
Time Management Skills
Organize Your Life
Discover Your Destiny

BEFORE HIRING A COACH

Look for the following before hiring a coach

1. Has the coach been through a professional training program, and does he or she hold a professional coaching certification?

Coaching has become a buzzword and many individuals with no professional training call themselves coaches. Formal training isn't everything, and some people have a knack for coaching even though they have had very little training. However, would you want to hire a lawyer with no legal training, or have your home appraised by someone who isn't certified? We didn't think so. **A professional certification usually means your coach has been through 60 or more hours of formal coach training. Ask about your coach's credentials.**

2. How much coaching experience does the coach have?

Coaching titles reflect the experience level of the coach. The standard language in the coaching industry is 250 hours of experience for a "certified coach", 800 for a "professional coach" and 2500 for a "master coach". The best coaching is generally, a coach who knows and understands your world will be able to coach you more effectively. Look for someone who "knows and understands your world".

3. What kind of career experience does the coach have?

While a good coach can work with almost any kind of situation (coaches are change experts, not subject-matter experts), generally, a coach who knows and understands your world will be able to coach you more effectively. Look for someone with experience in the kinds of things you want to be coached in.

4. Does the coach offer a free complimentary session?

Chemistry is an important part of a coaching relationship. Your coach should be someone with whom you look forward to talking; someone you'd naturally open up with and share with. Your coach should also be someone you respect and trust. And many coaches report that a disproportionate percentage of their clientele are gift types like their own: in other words, people tend to be attracted to a "like-gifted" coach. A complimentary session that lets you "try before you buy" is a great way to check out the chemistry before you make a commitment.

The Dr. Brickman offers a single 30 minute complimentary coaching session to individuals looking for a leadership Coach. To schedule your complimentary session contact Dr. Les H. Brickman.

KEY COACHING BEHAVIORS

We are committed to these Key Coaching Behaviors as we coach you towards fulfillment of your vision and goals.

Coaches Provide C.L.E.A.R. Perspective

Challenge

As a great coach, Dr. Brickman will help you go beyond where you might have ventured on their own, by challenging you to reach higher and expand your goals, and to go deeper to the transformational level instead of focusing on symptoms and surface issues.

Listening

Simply listening alone is a tremendous gift we can give to you. Listening helps you talk through a potential course of action and clarify your own thoughts. Active listening using intuition and powerful questions leads to fresh insight and more significant reflection.

Encouragement

Affirmation re-energizes you and actively helps you reach your goals. SCMI will share your excitement about your progress, look forward to meeting, inspire you with validation of who you are and what you can become.

Accountability

Accountability provides the discipline a client needs to get important things done. Healthy accountability builds on your internal motivation, and maintains progress toward important goals while flexibly adapting to the realities of life.

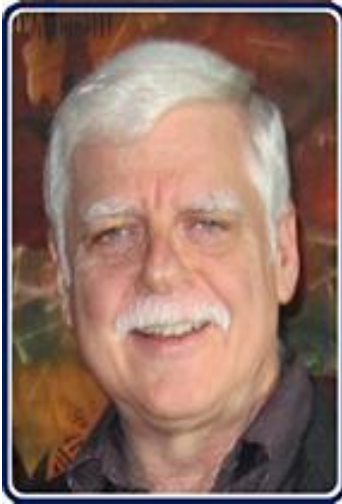
Relationship

An authentic, life-giving relationship is the doorway into your life and the source of SCMI's influence as a coach. Great coaches are constantly building relational capital, catalyzing authenticity and caring for the relationship.

Perspective

Coaching provides a sounding board—feedback, a fresh viewpoint and occasionally a healthy dose of truth—to help you solve your own problems. Great coaching helps align your thinking with reality in order to produce effective solutions.

DR. LES H. BRICKMAN BIO



Dr. Les H. Brickman is an LLC Professional Certified Coach, and Coach Trainer. He is also a certified practitioner and consultant for the MBTI®, Emotional Intelligence (EQ-I 2.0 & EQ 360), DiSC, and Merit.

He is a consultant, coach, author, keynote speaker, workshop facilitator and has helped leaders worldwide achieve their maximum potential. Through coaching, training and self-discovery, individuals and executives gain insights about themselves and how they interact with others - and improve how they communicate, learn, work and lead.

Clients engage Dr. Brickman for his expertise in team building, decision making, conflict resolution, emotional intelligence, change management, communication, competency assessment, performance management, time management and leadership coaching. Dr. Brickman's workshops, presentations and leadership training come to life and become memorable through his engaging method of speaking.

When engaged for coaching assignments, Dr. Brickman responds creatively to the specific development needs of each executive and individual. His strong qualifications include 11 years experience as a professional coach and certifications to administer numerous 360° feedback instruments, Myers Briggs®, DiSC, MERIT and EQ-I 2.0. Dr. Brickman has garnered a unique perspective from his additional five years experience in the banking industry, five years in aerospace engineering, and three years teaching computer math and programming languages.

DR. LES H. BRICKMAN

EXECUTIVE COACH, LIFE COACH, CONSULTANT & TRAINER

Certifications

- Lifeforming Prof. Certified Coach Trainer
- Lifeforming Professional Certified Coach
- Certified MERIT Profile Advisor and Trainer
- MBTI® Certified Practitioner
- Certified Emotional Intelligence Consultant (EQ-i 2.0 & EQ 360)

Experience

- Have taken over 200 hrs of professional coach training
- Over 2300 hrs of professional coaching experience (*coaching laypersons and training people to become coaches*)
- Trained over 50 Professional Life Coaches in 8 nations
- Trained Professional Life Coaches in USA & Worldwide
- Adjunct Professor, Regent University, Virginia, USA
- Instructor for Regent's Master and Doctoral courses in the USA and Internationally
- 5 years as a consultant and trainer to non-profit organizations, Embassy's, churches and businesses.

Get Started on Your Coaching Experience Now!

COMPLIMENTARY SESSION

The Dr. Brickman offers a single 30 minute complimentary coaching session to individuals looking for a leadership Coach.

To schedule your complimentary session contact Dr. Les H. Brickman:

Phone: +254 713-209-945 (Narobi, Kenya)

Email: SCMIInamin@me.com

Please include in your email your contact information -

Your name, phone number, email and requested coaching date

COMPLIMENTARY SESSION PRE-WORK:

Email the following questions and answers to your coach at least 24 hours before your session is scheduled to begin.

1. In your mind, what outcome would make working with a coach a great success?
2. What are the top three things you want to change or accomplish in the next months?
3. Name at least three dreams you believe you must accomplish in order to look back at your life and say, "That was a life well-lived!"
4. What obstacles are standing in the way of your achieving these dreams and goals?

**Want to get the most out of life?
Then take the coaching challenge!**

Discover what having a personal coach can do for you!

COACHING PACKAGES

Coaching is where more and more leaders turn to increase leadership effectiveness and move forward toward their destiny. If you're looking for a great coach who understands leadership, the Dr. Brickman brings you the best of both, a certified coach and trainer with over 30 years of experience in leadership training.

WE HAVE SEVERAL GREAT PACKAGES TO CHOOSE FROM

We require an initial commitment of three (3) months

We also offer one FREE 30 minute complimentary session to 'test drive' our services!

Basic

- Two - 45 minute sessions per month
- Limited e-mail support

Just 12,000 KSh (\$200.00)
per month

It's the same expert coaching, but with less frequent appointments and without the spot calling service.

Regular

- Two - 60 minute sessions per month
- Unlimited e-mail support

Just 17,000 KSh (\$275.00)
per month

It's the same expert coaching, but with less frequent appointments and without the spot calling service.

Premium

- Three - 60 minute sessions per month
- Unlimited e-mail support
- "Just in Time Coaching" as needed
- Spot calls between meetings

Just 25,000 KSh
(\$375.00 USD)
per month

Spot calls are quick 10-minute calls you can make anytime to share a win, ask for perspective or troubleshoot an obstacle. Your coach will try to return any calls he doesn't receive in person within 24 hours.

Or customize a level of service that fits your needs!

To get started, contact Dr. Les H. Brickman:

Call +254 713-209-945 (Narobi, Kenya) or e-mail: SCMIInamin@me.com

Please include your contact information: Your name, phone number, cell phone & email