



# THE COACH

*"IT'S ALL ABOUT RESULTS"*

When things feel overwhelming, but you want to get really good at something... when you have a goal in mind that you can see clearly, but just don't know how to get there yourself, you probably need a coach.

And if getting those results for someone are more important than their feelings along the way, you just might be a coach. The relationship between the coach and player is one that demands accountability on both sides.

The Coach is marked by discipline, exemplary organization, surprising creativity, and dedication to the "boring basics" because she knows that simple things, right things, done over and over, get the best results in the shortest amount of time.

Who were your favorite coaches growing up? Did you want to be just like them? Then you might be drawn to the Coach Role.

There are many disciplines that have formal coaching and a few that are unofficial. Think sports team coach; business and wellness; weight loss and life. But there are the less obvious coaches, like outdoor guide or high school guidance counselor.

To the observer, the Coach seems powerful, grown-up, solid, strong and personable.

Remember, Coaches still live on a psychological spectrum of approachable to unapproachable, warm to cold and encouraging to harsh.



# **Energy Structure of the Coach**

## **E-Motions**

Inspiring / Assertive / Challenging

## **Counterpart E-motions**

Competitive / Unfocused / Desire

## **Examples**

John Wooden in college basketball, Marcus Lamonis in entrepreneurship.

## **Action**

To direct



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