

## JENNY TOWER LIFE COACHING - FAQ'S

### 1. What is Life Coaching? Why does it work?

Life coaching, at the most basic level, is a structured conversation. The coach asks a series of focussed questions which moves you towards achieving a GOAL. It gives you an orderly plan, makes things clear in your head and, if you are motivated will translate words into action.

### 2. How can coaching help? Why would I hire a Coach?

Coaching can help you to solve a problem, overcome a barrier (tangible or intangible), and take you closer to the things you want and need.

### 3. My life is fine, why would I want a Coach?

Life coaching frequents the business and corporate sector. It is commonplace. Life coaches are so convinced about their methods that they have their own life coach! Athletes at the top of their game still use coaches to give them the edge.

We all have friends and family who are great sounding boards but they lack distance, objectivity and the trained skills to really help you to help yourself. A qualified coach will help you move forward much quicker than if you were to try yourself.

Why would you *not* want to improve your strengths and build upon your weaknesses?

### 4. What areas can you help me with?

Here are some topics that coaches commonly work with:

"I feel my life is aimless/on hold; I want to feel more confident; I keep procrastinating over the things I should do; I want to get ahead at work; I want to improve my time management; I want a better work/life balance; I am struggling to control my finances; I want to lose weight/get fit; I want to improve my relationships; I feel lonely....." the list is endless. Absolutely anything can be investigated at a life coaching session!

### 5. How is life coaching different from, say, counselling or therapy?

Other therapies (psychiatry, counselling, etc) focus on what happened in the past. Life coaches manage the NOW and the FUTURE. It is a partnership. A coaching session is more about learning than teaching. A coach is a catalyst for change, empowerment and pro-activity.

### 6. How do coaching sessions work? What happens during a coaching session with Jenny Tower?

We meet/get on the phone. I will ask you about the topic you want to discuss. We will investigate this topic fully, identifying what the problem is, referring to the current situation, how you intend to change it and what steps you will take. It is as simple as that! I also have some useful NLP strategies that might help you move on quicker and can explain this to you if an intervention seems appropriate.

### 7. Can coaching damage anyone?

No. There is no ADVICE given by a coach. YOU determine all your goals and the steps you take. In the event that the coach thinks you have become a little dependent on life coaching sessions in order to activate yourself, they should initiate a break at the end of the block.

### 8. What is your background? Who do you work with? What are your specialisms?

I spent 24 years in education (state and private). I was a PE teacher and middle manager. I worked with a number of athletes and am passionate about sport and exercise. I have played squash, tennis and golf to a high standard. I made career change in 2014 when I realised that I could have more impact on people's lives with life coaching. I work with young people and adults in a variety of different situations.

My philosophy is that I want you to be the best you can be. I want you to experience the satisfaction and joy of getting things done and moving FORWARD. I want you to believe that you can be resourceful and effective in any situation.

**9. What are your qualifications? Are they important?**

Absolutely! I have trained at the gold-standard. Amongst other things, I am a fully qualified Personal Performance Coach. I list my qualifications on my website and I am happy to provide my extensive list of ongoing training, on request. My qualifications are verified by findatherapy.com.

**10. How do I know if you are any good? How will I know if it has worked?**

Great question! If you have not signed-up, you can do your research: what is the qualification and experience of your chosen life coach. What do their testimonials look like? Ask if there is anyone that you can speak to who has had life coaching with this particular coach. Coaching is an unregulated profession which means anyone can set up a practice. Seek out those with qualifications that are accredited by a governing body (e.g. ILM, ICF etc).

If you have already started your coaching, there are tangible results....did you achieve your goals from your sessions? There are intangible results....do you feel better about your life? Are you moving forward? Are things improving? Life coaching is all about RESULTS that can be seen, experienced, measured and quantified.

**11. Is life coaching expensive?**

Life coaching costs, on average, £80 per session.

**12. What if I do not have much money?**

What would you pay for a haircut? Your car service? A trip to the pub or a night out? Now think....what would you pay for increased happiness? What would you be prepared to pay to achieve your goal of....weight loss, job promotion, more free time....etc

Only you can make the decision on how you spend your money, but if you are ready to take the next step for change you are usually in the right frame of mind to cover the fees of a professional life coach.

**13. How many sessions will I need? How often should I have a session?**

The minimum recommendation is six. I would strongly advise more because this is a personal development journey that blossoms as you understand yourself more. If you have a lot to talk about, why not block-book so that you know you have committed to your own future. Some coaches will give a discount for blocks of life coaching.

**14. What if I am having therapy in another professional area?**

That is fine – so long as you have discussed this with the therapist and they have agreed that coaching is a good strategy. Please tell me that you have been through this process. If you would like, I am happy to work in conjunction with your therapist, but you must give me written permission to do so.

**15. Why might my coach terminate my sessions?**

If you repeatedly procrastinate over your goals/attend meetings late/miss appointments it is likely that you are not quite ready for life coaching. Other reasons might include the coach feeling vulnerable or threatened. It might be that you should consider another form of therapy, like counselling.

**16. What can I expect from you?**

Professionalism (please read the Code of Ethics I subscribe to), skill, confidentiality, trust, support, encouragement and a celebrator of your successes!