

# THE ONE THING YOU CAN'T DO FOR YOURSELF

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**T**he one thing you can't do for yourself... is to coach yourself.

Here's why.

1. **You can't see what you can't see.** Everyone has blind spots. A coach can be an extra set of eyes to assist you in "seeing" and understanding things going on in your *organization*, *marketplace*, or even within your *leadership team*, that may not be obvious to you.
2. **You can't know what you can't know.** A coach won't help you get better at your strengths, but two smart people are more effective than one. Their talents and experiences should complement yours. A coach will also help you identify and reach your full potential.
3. **You can't hold yourself accountable.** You might hold yourself responsible, but accountability is much harder. A regular session with a coach will benefit you in developing *specific* goals, *defined* timelines, and offer *assistance* in reaching them. A good coach will also call you out for *excuses*, and help you learn properly from *failures* so they are avoided in the future.
4. **You can avoid "Ready, Fire, Aim!"** Let's admit it. When we get excited about something, there can be a tendency not to think it through before starting. A good coach will rein you back a bit (something your leadership team may not be able to do) and to productively avoid continual "SOS" (shiny object syndrome).
5. **It is lonely at the top.** Many of the plans in your head and issues you are facing are inappropriate to discuss with members of your team. Your family and friends may lack the professional experience to be an effective sounding board. A good coach will offer a confidential ear, and often be able to provide fresh and objective perspectives.



Look, a coach is not going to know more about your business or be able to make you better in your strengths. That's not the purpose of a coach.

A coach will aid you in improving or helping you compensate for your weaknesses, so you will more consistently *fulfill your purpose*, *reach your goals*, in living the way you desire. A coach equips you in making the right choices and being more in control. ♦



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