

## **ClearWays Coaching and Workshops What is Coaching?**

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Beverly Jones works with accomplished executives, and professionals to bring new direction and energy to their work lives. She focuses particularly on executive coaching and the broad range of issues related to her clients' work lives.

### **What is "coaching"?**

Coaching helps the client to move forward on a specific agenda, while building a more enjoyable personal and professional life.

### **What is "work life coaching" ?**

### **What is "executive coaching"?**

Work life coaching assists the client to overcome career obstacles, to move forward on a clear agenda, to enhance skills and productivity, and at the same time to develop a richer quality of life. Executive coaching focuses particularly on leadership challenges, and draws on the coach's knowledge of management and professional development. Companies hire coaches to foster the development of their key performers, or to assist leaders to meet new challenges, to overcome barriers and to move ahead. Individuals hire coaches when they:

- \* Are in transition in their careers.
- \* Cannot seem to get fully engaged organized to go forward.
- \* Want a new perspective, or more focus, structure or skills.
- \* Want to get past career obstacles.
- \* Seek to shift the balance between their work and the rest of their lives, and have more fun.

### **Who are Bev's clients?**

For almost 30 years, Bev has served as a coach or mentor to people seeking to advance their careers. She has worked with professionals who were just starting out, whose careers were languishing, or who were facing exciting new challenges. Today, her clients tend to be accomplished executives, lawyers and other professionals who:

- \* Want to build momentum or change direction in their careers.
- \* Want to take more focused, effective action.
- \* Want to meet current challenges with extraordinary success.
- \* Want to better integrate their personal and professional lives.

Among Bev's current clients are small business owners; university, government and business executives; and senior attorneys and other professionals seeking to make their careers more productive and their lives more fun.

### **So why do accomplished professionals need a coach?**

Some things are just tough to do for yourself, no matter how successful you are. For example:

- \* As a business leader or senior practitioner, you may find yourself with no one who can give you honest, unbiased feedback.
- \* You may need an experienced, intuitive third party to offer you a new way to look at the same old problems

\* You may benefit from a coach's ability to raise challenging questions and frame issues that haven't yet become clear.

\* You may be able to reach your goals more quickly with the support of a skilled partner who can assist you to focus on goals, develop plans and strategies, and make you accountable for the results.

**Good coaches help clients to improve their performance while enhancing the quality of their lives. Coaches listen carefully and customize their approach to an individual client's needs. They provide structure and support to enhance the skills, resources, and creativity that the client already has.**

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