

Coaching is for Winners

There is a view that coaching is essentially remedial, something needed for the times when things are not going well. This is misleading. In particular, it is not the aim of coaching to apply a fix (or a sticking plaster).



Consider Usain Bolt. He holds the Olympic title for the 100 metres, won in successive Olympic Games. The same applies to the 200 metres, and to the 4 x 100 metres relay. He also holds a smattering of world championships and world records.

Not therefore someone who needs remedial help. Yet he has a coach, Glen Mills. "Usain has been coached by Glen Mills since 2004 and he has been a major factor in turning the talented junior into the World's Fastest Man".

In other words, coaching is about people reaching their potential, in their profession but also outside. Glen Mills also coaches other athletes, some of whom are very good, but not quite of the calibre of Usain Bolt – by definition, not everyone has it in them to be the best in the world.

Full details of Team Bolt are [here](#). This includes not only Glen Mills, but also a Business Manager, Agent, Executive Manager, Sports Agent and Masseur. Again there is a business analogy here. An executive needs a personal and business support network to maximise their effectiveness. Of course many do, ranging from accountants to previous colleagues and mentors. And families can be a major source of both stability and support.

A coach adds to the support team, but does not replace it. In particular it is not the coach's job to give advice. Instead it is to develop the client's capacity to run the best race they can. The client is the one who crosses the finishing line, who decides when to accelerate, and who takes responsibility for tripping up.

It is also for the client to decide on the race to be run. Is it a sprint, a marathon or cross country? Are there hurdles to jump, or is the race on the flat and without (apparent) obstacles.

To discuss how coaching can build your ability to reach your full potential, contact us today on 0121 698 2318, or email us at the address below.

This note is written as a general guide only, and is not applicable to every firm or circumstance. It should not be relied upon as a substitute for specific business, medical, political or legal advice.

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