

COACHING I

10. THE PAST, PRESENT AND FUTURE OF COACHING

10.1. Overview

The reputation of coaching is growing along with the use of the concept - and coaching is becoming increasingly associated with modern recognized requirements for success in life, work, business and organizations, notably the qualities of excellence, integrity, humanity and facilitative learning (as distinct from traditional 'training'). Coaching is increasingly sub-dividing into specialist and new applications. There is already a considerable coaching presence and influence in the following areas:

- **spiritual coaching**
- **parent coaching**
- **corporate coaching**
- **financial coaching**
- **business coaching**

In the future coaching is likely to incorporate and attract skills, resources and new coaches from many different areas, such as: teaching, human resources, training, healthcare and nursing, the armed forces, the police, counselling and therapy, etc.

Scientific research will improve cognisance throughout the profession, the processes performed and the reputation of coaches themselves. We will progressively understand more about why coaching works so well, and more about human behavior and human response in the coaching context. There will be a clearer definition, understanding and acceptance of life coaching and personal coaching, and its role in helping people to reach their goals. Just as coaching is not the same as advising, so neither is coaching the same as consultancy. Coaching and consultancy are two very different disciplines, with different methods and aims. Significantly, a consultant is a specialist in his or her field; whereas a coach is a specialist in coaching, and need not be a specialist in any other field.

That is not to say coaches do not benefit from having expertise in a particular field, in fact approaching coaching from a particular expertise or niche is becoming more prevalent among newly-trained coaches. There will always be a demand for good coaches. And because coaching skills are so transferable, the coaching capability is hugely valuable for all sorts of other jobs and roles.

10.2. The Past, Present, and Future

Past

In the past, coaching has provided excellent support for people in clarifying their direction and helping them achieve their goals and have a better life. The extent to which the profession of coaching has provided people with this kind of support has been a wonderful development in those parts of the world where coaching is being adopted. Coaching is still new to most people and its value is only beginning to be appreciated by the general public. Many coaches acknowledge that although they often help people, they sometimes feel that something is missing. They'd like to be even more effective. If we examine the coaching of the past from a Core Dynamics perspective, we can begin to see how the client and the coach have, in many cases, been both operating from inside of their conditioning.

Coaching of the past, however effective it may have been, has lacked the understanding of the insidious limitations caused by human conditioning and what to do about it. Coaches have also been operating inside of the same conditioning. It's like one of the fish in the fish tank being the coach for one of the other fish while both still think the glass divider is still there. This limitation in the understanding of the nature of human life has had a profound limiting influence on the effectiveness of coaching in the past.

Present

The present state of coaching is a mixture of the past and the future. There's nothing wrong with the old coaching model as it is helpful and many coaches will find that this is sufficient. I was privileged to be the late Thomas Leonard's personal coach for the last few months of his life. He mentioned to me that he often observed that most coaches made an average of 20 coaching mistakes per coaching call. He realized that it is really great people that make great coaches. His attention was turning to having personal development for the coach become the most important part of coach training. He realized that in order to be a great person, it

didn't matter as much what you know as the extent to which you have "absented" the things that you are not. Thomas deeply appreciated my insights into the nature of human conditioning and how I have applied this knowledge to my own life. This is why he asked me to be his coach. He wanted to "absence" everything that he could from his life that really wasn't truly who he was. He felt that there was nothing more important for coaches to learn for developing their own greatness as people and therefore having a place of greatness from which to coach others.

So the present state of coaching is a mixture of 1) people coaching from inside of the Core Dynamics and living in a similar state of frustration and lack of fulfillment as their clients (sort of the blind leading the blind) and 2) people learning new models for coaching such as the Core Dynamics model and applying these new models to their own lives and the lives of their clients. As they do, they are getting breakthroughs in one session that they simply couldn't get before. The Core Dynamics system provides new techniques that allow people to experience their own essential nature as whole and complete. These are experiential exercises that anyone can learn and practice. They are designed to re-establish the sense of being whole. By the way, this is not psychotherapy. It is simply education in how to reconnect with the essential nature of who and what you really are and to use your underutilized capabilities. In addition, the exercises help the client (and the coach) free themselves from old patterns so that they have nothing holding them back from living and enjoying the fullest possible expression of who they really are.

Future

It's likely to look quite different from what it is today. We are living in a time in which there is a global paradigm shift taking place from a world view based on classical physics to a world view based on quantum mechanics. The difference between the old coaching and the future coaching may well be as different as sending a typed letter via snail mail is from sending an email. In the future coaches might be called something different, like Human Software Engineers. These Human Software Engineers of the future might use techniques and technologies to rapidly pin-point what is really keeping their client stuck. They may be able to help their clients eliminate the energy of their conditioning in a way that is similar to canceling out environmental noise with an electronic noise canceling headset. Using such technologies, they may be able to wipe out the barriers to people living and enjoying their lives to the fullest in a matter of minutes. This could produce results for clients that are so extraordinary that people's lives will be transformed quickly, powerfully and effortlessly. Delivering results of this speed and magnitude will

naturally create highly successful businesses for Human Software Engineers. Human Software Engineering may become one of the most valued professions in the world.

As mentioned earlier, the present is a mixture of the past and future. In actuality the future of coaching that I have described above is already here. This powerful futuristic method is called WaveMaker™ Coaching.

10.3. Trends

If current trends in coaching continue, what is likely to happen in...

In 10 years:

Coaching Growth: The number of new professional coaches swelling the ranks will continue to balloon until unemployment rates come down. The number of professional coaches will level off over time, with a less-prepared, less-motivated coaches dropping out, due to increased competition.

Coaching reach: Coaching will no longer be considered exotic or only for the rich and famous. It will be as common as personal training is today. In addition, non-professional coaches will exist throughout society and many people will experience the benefits of coaching from childhood onward.

Coaching delivery: Technology will provide coaches with excellent options for coaching their clients internationally, but local in-person connections will continue to be important, as technology continues to integrate online with offline. Coaching in corporate settings may continue to be delivered primarily person-to-person, but elsewhere will be likely to be delivered via computers, smart phones and other mobile devices.

Coaching fees: Coaching fees have traditionally been sky-high since coaching's inception. Fees will level off, with a furthering split between a relatively small group of elite coaches, who deliver high-end, high-paid coaching, and a much larger group of coaches who offer much lower-paid services to middle- and low-income clients.

Coaching regulation: Professional coaching will be regulated in several countries, with many more in the process of developing regulations. These regulations will require coach-specific training, certification and/or college degrees, as well as

adherence to standardized codes of ethics as requirements for coaches who coach for pay.

Coach training: Coach training via teleseminar or teleclass will go the way of the buggy whip. Most privately owned coaching schools will go out of business, leaving a handful of coach training schools that are either accredited as colleges, are aligned with universities, or that have developed outstanding reputations in professional training. The rest won't be able to attract coaching students. Coach training will be delivered via multi-media distance learning or live and in person in universities and hotel conference rooms. As universities take over the job of educating coaches, the cost of coach training will skyrocket.

Certifications and degrees: Consumers will commonly be aware of coaching horror stories and will know not to work with uncertified coaches. There will be no single one certification, whether from a not-for-profit organization, or from a school, that dominates or is preferred – this will lead to further confusion amongst those who hire coaches, as well as those who want to become coaches. Newer coaches will have coaching-related degrees or certificates from accredited colleges and universities. Older coaches, those with 5-25 years of coaching experience, but not the newer certifications and degrees, will survive only if they have excellent reputations as effective coaches.

In 20 years:

Coaching will be a mature profession that continues to evolve. Virtually all professional coaches will be university trained and coaching regulation will be the norm. People will expect much more of professional coaches, partly because amateur coaches will be everywhere and partly because the dramatic transformations that occur with expensive, high-quality coaching will be expected, not just hoped for.

More dramatically, as a result of coaching's growth, society will evolve, with more people living values-driven lives. People will upgrade their expectations of life and will find creative ways to satisfy their new standards. Non-professional coaches will exist everywhere in society and many people will relate to one another with a 'coach approach'. It will become common for people to be coached at every stage of life. What is considered masterful coaching today will be considered average professional coaching.

In 30 years:

Society will continue to transform due to the effects of coaching and coaching will be a highly respected profession. Excellent professional coaches will continue to earn high fees, but professional coaching will be regulated virtually everywhere. In addition, people throughout society will be coaching for free. Since coaching can be used for 'evil', there will be both positive and negative effects, but the awareness that comes from coaching and being coached will make it harder to manipulate groups of people. Far more will be expected and required from politicians, business leaders, teachers and other leaders. Individuals will live their lives more courageously and having a coach to partner through important transitions, will be considered an absolute necessity, *which means virtually everyone will have a coach.*

What do these coaching trends mean to new coaches?

1. **The future looks extremely bright for the cream of the crop.** If you plan to be a professional coach and you want to be well paid, do whatever it takes to distinguish yourself as one of the best.
2. **If you want to stand out quickly, take advantage of this small window of time to study with a privately-held school that will help put you head and shoulders above this increasingly crowded field.** If you can afford to spend \$50,000 on your training and there is a good-quality university coach training program that will actually teach you to coach consider it. Because currently most universities teach about positive psychology, leadership and other related fields, but neglect the skills and philosophies that make for great coaching and for coaching success.
3. **Get at least one coach certification from a not-for-profit organization, such as the ICF or IAC.** Consider getting more than one such certification, since that may soon be a requirement for practicing coaching where you live and it's impossible to predict which current organization, if any, will prevail.
4. **Continue to upgrade your knowledge and skills throughout your career.** It will help you succeed, earn high fees, and it'll help you stay in business when regulations occurs.