

“How Do We Step Up Our Game as Coaches?”

Athlete to Entrepreneur

By Andrea Bolder

Counselor, confidant, coach. As a network marketing professional you may be called to take on these roles. Coaching is a great way to provide your team with the opportunity to grow and achieve optimal performance through consistent feedback, counseling, and mentoring.

Every network marketer can benefit from developing coaching skills. Whether you are a power recruiter managing the growth of a large organization or a record-smashing producer who spends your time acquiring customers, coaching others is critical to continued growth and increased revenue.

As a world class athlete I turned to my coach for the guidance and systems I needed to reach my goal of achieving Olympic Gold. Without proper coaching, I could have never reached my greatest potential. As I transitioned from athlete to entrepreneur, I understood the power of coaching and the impact it could have on aspiring entrepreneurs.

The thought of taking responsibility for someone else's future can be overwhelming. While you are not totally responsible for the successes or failures of your team, you are responsible for setting the tone. When distributors quit or don't produce, many sponsors are quick to place the blame on the new distributor. New network marketing professionals have the desire and the will to succeed. What they don't always have is the proper support of someone who can show them exactly what it takes to win. Coaching or lack thereof can be the difference between failure and success.

As a coach my goal is to create an environ-

ment where distributors can thrive and succeed. Each member in my organization will have different financial and lifestyle goals, as well as varied levels of skill and motivation. My job is to learn what is most important to them and assist them in discovering their *why*. Once I do that, I can help them connect their highest vision with an actionable plan to keep them accountable and working toward their goals.

Are you looking to get the most out of your team, but lack the confidence to lead? Here are five steps to coaching your team to win in network marketing.

1. *Ask the right questions.* It's a great idea to have a coaching call within the first 24-48 hours of your new team member joining your organization. Your initial call is an opportunity to begin building a relationship of mutual trust. This foundation of trust will motivate people to work outside of themselves to support the common goal of the organization. A few key questions I ask:
 - a. Why did you choose to say yes to building your own business?
 - b. How will your life change as a result of building a successful business?
 - c. What do you think you need to know to achieve your ultimate desired outcome?Asking the right questions helps everyone become clear on what path to take and provides an authentic connection that comes from a place of true compassion and understanding.
2. *Set the pace.* The pace of the leader determines the pace of the pack! New members

will look to you as a model for how to run their business, so lead by example. Remember, most people have no clue as to what it takes to build a successful organization. Your energy, enthusiasm, and effective marketing strategy will help jumpstart their success. You don't have to be a guru. Just share what you are doing or have done to get to where you are now.

If you don't have a success story of your own yet, leverage the success blueprint of others and use that as the standard to follow.

3. *Bite-size your goals.* People want success quickly. While network marketing isn't a way to get rich quick, it is an opportunity to get rich quicker. For people to build belief and stay motivated, they must see results. Whether it is a check the first week, acquiring a customer, or signing up their first rep, explore ways and encourage activity that produces results fast.

Give bite-sized goals, focusing on one or two key areas. If someone's goal is to replace their \$50,000 yearly income, I show them how to earn their first \$1,000. When you break down the goal, the daunting becomes doable.

4. *Get agreement.* Probably the most critical step in coaching is getting people to verbally commit to perform—as in what actions will be taken and when. A good coach must be able to define the plan and get their team member to recognize the benefits of participation. You must specify behavior, map out precise action, and clarify how they are a critical part of the plan. Once a commitment to act has been made, be sure to support your team member's choice and offer praise and encouragement.

5. *Communicate clearly.* People naturally want everyone to believe they are capable and understand the entire success plan. Team members rarely admit that they "don't understand how to execute a suggestion or strategy." As a coach, don't assume your team understands the task or why the task is important the first time they hear it.

A prospect, new team member, or even a potential customer may not have the confidence to speak up when they do not understand a strategy you've mapped out for them. An effective coach takes time to make sure everyone is on the same page. Ask, "Does this make sense to you or would it be helpful for me to explain it another way?" How you communicate and the clarity of conversations, can help you to better connect and grow your team and your relationships with your customers.

Part of building a successful team is being a performance coach. Implementing these simple coaching tips will help you help others achieve their life vision through entrepreneurship. ■



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Empower Your Team

By Leslie Hocker

In today's world, the two most common types of coaching are business coaching and sports coaching. Business coaches are skilled at helping clients create a vision statement (your why), a mission statement, set monthly and annual goals, and holding clients accountable to achieving their vision and goals. Business coaches do not have to be skilled or have experience in their clients' specific industry or field.

Sports coaching, on the other hand, requires a different approach. No one is interested in a sports coach who has no experience in the specific sport he or she is being hired to coach. An effective sports coach is really a mentor, as he or she needs high level, successful experience in the sport they are coaching. They also need to be able to function as a life coach to help athletes stay on track with their goals.

An effective network marketing coach is similar to a sports coach. He or she needs to have successful experience in the field of network marketing, which helps to build trust; and to have learned the skills necessary to build relationships, which creates additional trust. Because so many network marketing leaders come from an employee background where they were told what to do by a manager, or they were the manager, they fall into the trap of managing instead of empowering their team through coaching. They don't understand that coaching in network marketing is really *mentor coaching*, which involves two equally important prongs.

1. The first prong is more of a traditional business coach approach. You first help the other person discover why they have started a business. We call it *your why*, but if you ask a

person, "What is your why?" they most likely will be confused, because very few people have been taught to think that way. In general, the educational system teaches people to be employees. I try to keep it very simple by asking, "What's the biggest thing you've ever wanted to do or have?" Once you know their biggest dream, you can create a plan of action and goals that are in line with what the person wants. Always keep in mind that the *only* form of lasting, self-sustaining motivation is personal motivation, not money.

2. The second prong to mentor coaching is focusing on helping another person learn in ways that allow him or her to keep growing. It's the art of empowering people, which is based on *leading by example*. It's been referred to as "Tell, show, try, do." You *tell* them, which is simply teaching or training, not coaching. You *show* them, which is mentoring. They *try* the activity while you observe and give feedback, which requires coaching. Then they *do*.

The single most important thing a coach can do is to help people grow to the next level. An effective coach helps people to clarify the milestones or measures of success, and then holds people accountable for reaching them. A coach who sees people's potential and believes in them is far more effective than a coach who judges people based on past and current performance. A coach who believes people can only be born leaders or that one can only be born with courage will not make a strong effort to engage an individual or the team for optimal performance.

Most network marketing coaches make the mistake of letting people set unrealistic goals, as in "Shoot for the moon! If you miss, you'll land

among the stars.” I help people to set three types of goals.

3. First is your *minimum/acceptable goal*, meaning you will and can do whatever it takes to get there, this month or year.
4. Second is a *stretch goal*. If you really stretched, you could do it.
5. Third is your *dream goal*. This is your shoot-for-the-moon goal and it’s important that you set this goal.

I recommend that you look at your *dream goal* every day, but at the end of the month performance is evaluated based on your *minimal/acceptable goal*. This way you will always win and be willing to go to the next level.

Sir Alex Ferguson, the legendary coach of Manchester United, said, “Few people get better with criticism. Most of us respond to encouragement instead. So I tried to give encouragement whenever I could. For a player—or any human being—there is nothing better than hearing ‘Well done.’ Those are the two best words ever invented. You don’t need to use superlatives.”

When coaching I try to catch people doing something right and compliment them with “Well done” or “Good job.” Then I ask, “Do I have permission to coach you with a couple of tips that will help you be even better?” Asking permission helps to create buy-in so your person will be listening instead of tuning you out or feeling they’re being criticized. It helps to create a safe environment to learn, because they agreed to be coached by you.

One of the greatest skills a coach must practice is active listening. It’s critical to develop your listening skills and keep an open mind, because that will enable you to ask more effective questions and get to the heart of an issue to assist people in finding solutions. Helping others to gain self-awareness and insight by asking ques-

tions is one of your key jobs as a coach. Always keep in mind that perspective drives awareness. Thinking about thinking is an important part of the coaching process.

My focus in coaching is to develop leaders. Here are some other keys to effective coaching:

- Believe in people;
- Trust people to “fail forward;”
- Effective Listening and Communication;
- Empower and challenge;
- Share power to develop others into leaders.

I personally have a business/life coach and I recommend that anyone who wants to learn how to be a better coach for their team, rather than taking a course in coaching, learn from your own experience of being coached and being held accountable. To be an effective mentor coach, you need the experience of your own success in network marketing, and that, coupled with being coached yourself, will take you and your team to the next level. ■



Once a collegiate scholarship athlete, *LESLIE HOCKER* is a network marketing leader and coach based in Texas. She was featured with her business and life partner *RON FORRESTER* in the May/June 2013 issue of *Networking Times*. Together Leslie and Ron have over six decades of experience in the network marketing profession.

Custom Coaching

By Joseph T. Bismark

Coaching is like tailoring a suit. The tailor makes the suit according to the client's specification. Custom tailoring entails a higher level of client's involvement in the production process. Same goes for coaching.

To be an effective coach, you need to tailor your coaching style to your students' needs. You need to know what inspires them, what motivates them, and what they want to achieve for themselves. You need to be able to help them conquer their doubts, apprehensions, and fears. This is what will make your students trust and respect you.

Coaching only works if your students wholeheartedly accept you as their coach and everything about your coaching methodology. It's a mentor-mentee relationship based on acceptance, trust, and commitment. An athlete does not defy his coach when he asks him to do a hundred push-ups. An athlete does not go sulking when his coach tells him he has yet to measure up to the best in his field. It's because the coach is the rightful authority on keeping things real, which includes telling you what you don't want to hear, if that will push you towards your own betterment.

In network marketing, it's the business of the networker to find, approach, and humbly ask someone to be his or her coach. The coach doesn't necessarily have to be a world-renown network marketing superstar. He or she just needs to be someone who is willing, able, and committed to helping the newbie networker figure out the right track towards achieving his or her ultimate goal in the business.

Becoming a coach means becoming more than a teacher. A teacher equips you with the basic skills you need in your chosen profession. A coach develops your edge that will differentiate

you from everyone else in your field.

In network marketing, a teacher is someone who orients you on the basic mechanics of the business. A coach, on the other hand, gets involved in your life, gets to know you deeply, and knows your heart's desires. He or she makes you realize your *why*, helps you distinguish your wants from your needs, and gives you the inspiration and motivation you need, aligning everything about his or her coaching with your overarching life strategy to help you reach your goals and dreams.

As a coach, how do you ensure that your students stay on the right track? You maintain a healthy relationship with them. You serve as the anchor that constantly reminds them of their purpose and objectives. Your students may face turbulent times in their lives, but you as their anchor will keep them from going adrift and getting lost. Inspire your students to build their own spiritual anchors as well as health and fitness anchors. All these will help propel them on the right track towards achieving their highest vision for themselves, which is the true essence of coaching. ■



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Total Immersion Coaching

By Lisa Jimenez, M.Ed.

Tiger Woods, Oprah Winfrey, and even the late Steve Jobs all hired coaches. Many top earners in network marketing work with coaches. Why would the mega successful need a coach? Because they understand everyone has blind spots and a skilled coach can see what they don't see in themselves.

When a leader realizes this and rectifies it by working with a coach (who has the courage to call them out on their blind spots as well as cultivate their talents and gifts) the leader creates a level of inevitability to their success.

For me, the most effective style of coaching is what I call *total immersion*. First, my clients spend a full day with me or a full week at one of my retreats. This gives them the opportunity to be completely self-expressed and share authentically. They share their goals, why they want them, and what may hold them back.

This total immersion experience gives me, their coach, the opportunity to listen between the words, identify patterns of resistance and self-sabotage, discover untapped potential, and perhaps offer an expanded version of their goals. Together, we create a concrete vision (a story) of their ideal life and we stand in the reality of that vision. Then, we work backwards and answer the questions, "What had to happen three months before this? And three months before that?" We continue working backwards in three month segments from their goals achieved to the present—which creates our 90-day plan of action.

From this structure, we move into weekly—sometimes daily—coaching calls. These calls are short and cover the facts: what actions were taken (or not taken); what results (or lack thereof) were produced; and most importantly, what do we notice about those facts? Facts leave clues!

Then, we make adjustments and chip away at anything that doesn't align with the goal and the image of their ideal life.

A great coach has the courage to say what most people won't. A coach's job is not to be liked, but to get results through causing breakthroughs for their clients. Coaches do this best by not making a big deal about what their clients share with them. They neutralize what occurs and offers their client great courage to just face it, deal with it, and create from it.

It goes without saying that you need a great deal of trust and respect to be effective in your coaching. That trust and respect doesn't come from a slick brochure or website. It comes from the coach being in action in their own life and creating their own breakthroughs and high-level results. You can't give what you don't have. If you want to be an effective coach, be willing to be coached yourself, first.

For me, there is no better feeling than to know I had a part of helping another person achieve their goals and become the best version of themselves along the way. ■



LISA JIMENEZ is author of Conquer Fear, Don't Mess with the Princess, and Slay the Dragon. Having grown a successful business and raised three children as a single mom, Lisa can teach you how to break through fear and limiting beliefs to radically transform your business and life.

From “Me” to “We”

By Pasha Carter

Becoming a skilled coach is what separates the person who just builds a *group* from the person who builds a *team*. I learned the importance of becoming a skilled coach almost 15 years ago when I attended one of my first company conventions.

I had been in network marketing for almost three years at the time. There were nearly ten thousand people cheering and applauding as the recognition portion of the event began. I had thousands of people on my team and halfway through the recognition, I realized no one from my team was crossing the stage. I dropped my head and said a little prayer, hoping that at least *one* person on my team would be recognized. As recognition ended, I sat there in that cold arena feeling embarrassed and defeated. The light-bulb came on and I had my first coaching Aha-moment. I realized if I had been a better coach, my team would have had better results.

Whenever a defining moment comes along, we can do one of two things: define the moment, or let the moment define us. That was the day I decided to become a master coach and build a top-producing team.

The plan I put together that day has helped me build a team that has been in top production for 17 years straight. It has led to several of our leaders earning more in one month than most people make all year working a job. Here are a few of my top coaching tips.

1. *Develop great relationships.* Sustainable success is impossible without having healthy, powerful relationships. You must treat people with kindness and respect. We all know Maya Angelou’s saying, “People will forget

what you said, they will forget what you did, but they will always remember how you made them feel.”

How do you make your team feel special? Listen to them and help them find solutions to their challenges. Let them know you believe in them and why. Hold them accountable and push them to give their best. My goal when I encounter people is for them to walk away from our interaction feeling better about themselves. I pretend there is a sign on their forehead that says, “Make me feel like I matter.”

2. *Lead with integrity.* You must be the same person on stage as you are when no one’s watching. A team wants a coach they can depend on to do the right thing, even when it may be difficult. If you want a high-performing, lasting team, people must know you will always put their success, their income, and their recognition above your own.

My husband Steve and I have had to make many difficult choices over our 20-year career in direct sales. The way we have handled each decision is by simply answering this question: “What is the *right* thing to do that will benefit our team the most?” It’s quite simple: if your decision has the words “we” or “our” instead of “I” or “my,” you’re headed in the right direction.

3. *Listen.* I once read a story coach John Wooden used to tell. “A wise old owl sat in an oak. The more he heard, the less he spoke. The less he spoke, the more he heard. The more he heard, the more he learned. Now wasn’t he a wise old bird?”

A great coach will listen first, then learn, then lead. Recently my husband and I had to make a tough business decision, so we immediately asked questions and listened to our team first. Once we understood how they felt, we were able

to lead them into a direction that would fulfill them and ultimately lead them to massive success. If you don't listen to your team, because you feel your opinion is what matters, you will eventually be forced to build a new team.

4. *Be bold and courageous.* A great coach must lead and show strength at all times. When you are brave enough to step out and do what others are afraid to do, you and your team can go to levels that others won't. It takes courage to confront reality head-on. In business, you must ditch the rose-colored glasses, face reality and be bold enough to do what's right rather than what's popular.
5. *Focus on strengths.* A great coach must see the greatness in others even before they see it in themselves. The art of building someone's confidence is to focus on their strengths. Too often I see leaders pointing out what someone is doing wrong. They scold their team for missing a meeting or a deadline. My philosophy is to point out when you're doing something right. I am so focused on your qualities that I don't have time to see your weaknesses. I know if I can increase your confidence, I can increase your ability to lead and succeed.
6. *Set team goals.* If you want to be a million-dollar earner, focus on helping others on your team become million-dollar earners. Too often, we set personal goals for how much we want to earn or what rank we want to achieve. Here is my advice: if you have a vision board and it doesn't include your team, take it down and start over. If your income goals are based solely on what you want to earn, add what you want your top 10 leaders to earn. If you're working daily

towards getting promoted, start working on helping your leaders to get promoted. When your natural instinct goes from "me" to "we," you win the championship. When you win a championship, all the players get a ring!

The majority of people who have become the *best* at what they do have a coach. Look at Michael Jordan, Serena Williams, and several others at the top of their game. Much of what I've learned about coaching was through personal experience and taking the time to learn from the best. I read hundreds of books on leadership. I traveled and paid money to attend training events so I could learn from the most successful peak-performance coaches in the world. It took time, money, and commitment—and it came back tenfold.

If you want to build a winning team, hire a coach so you can learn to be a coach. In network marketing as in most sports, you're only as good as your team. ■



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A Quantum Leap Approach

By *Kimmy and Richard Brooke*

Coaching is a lot of things to a lot of people. Almost all business or “life coaches” are mentors or advisors. What they do is give advice on strategy. They are like consultants. Mentors, strategists, and consultants all have their place. They can be very valuable when they have a proven expertise in a specific area that you, the client, want to develop.

A less known domain of coaching is ontological or “being” coaching. An ontological coach focuses on who you are “being,” both in the moment and as a long-term trend. Some people call this “states.” When we are “being” a certain way, we act and attract at a corresponding level. When we are in a high-energy, positive, can-do, enthusiastic, courageous, creative state, we *can do* most things we set out to do, and equally as important, we can figure out *how* to do them without anyone else telling us. The result is massive productivity and strategies that are our own versus imposed on us. Ownership of our strategies in itself results in far greater deployment.

An ontological coach approaches you, the client, not with advice but with curiosity or a loving inquisition. Ontological coaches seek to know who you are, what is important to you, what you are afraid of, what you aspire to accomplish and why, what your gifts are, and what your purpose is, if you know it. No question is out of bounds for an ontological coach.

Listening

Ontological coaches listen at a therapeutic level. We do not judge. We do not banter with ourselves about who you are or what you have done. We just listen and take it all in. In a sense, we *become* you so we can know you and ask questions that may shed light on the truth you seek.

Ultimately, an ontological coach comes to know you, your goals and ambitions, your trending and current states. We ask enough “light shedding” questions so that you speak a new truth, enter a new state of being, and deploy your chosen strategies.

It’s a dynamic partnership, not a relationship that typically is served by a short-term contract. Rather, the longer you work together, the more the coach gets to know you and the quicker the coach can help you remain in the right state of being.

Accountability

An empowering coach can also provide a level of accountability. One form of accountability is a form of scolding. If you do what you say, you get recognition; and if you do not do what you say, the coach is there to harass you into productivity.

Another form of accountability coaching is to simply guide you. If you produce results, the coach can anchor those activities to help ensure this coming week or month is the same or better. Or in the case where the results were not met, the coach’s role is simply to return you to the same state in which the original commitment was made. There is no making wrong or scolding, just asking the questions that allow you to re-commit. After all, isn’t that the intention and end game—to get back on track and produce results?

Coaching, however it is done, provides a quantum leap in productivity in any chosen venture. Coaches are the norm in the arts and athletics. Those pursuing greatness would never consider doing so without the best coaches possible. In business, it is still a growing trend. And since anyone and everyone can call themselves a coach and call anything they do coaching, the profession itself is in the emerging stages. One thing is certain: coaching is not an area for you to buy the cheapest. It is a place for you to invest in yourself

by buying the best possible coach you can find.

In the network marketing business, our income is a direct reflection of who we are. If who we are to our teams and company is worth \$5,000 a month, that is about what we will eventually earn. Earning \$50,000 a month is a tenfold increase in who we are and the service we provide. We can all get there if we are willing to grow, grow, grow. And once we get there, that extra \$45,000 a month income, potentially for life, makes what we invested in our growth a multimillion-dollar decision.

Whichever type of coach you decide to employ, here are some questions that may help guide you:

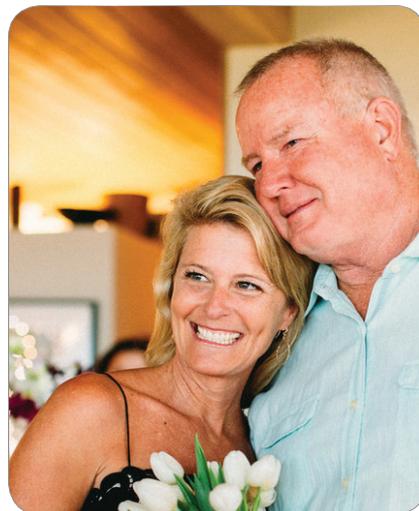
1. *Do you do best when being told specifically what to do, or do you do better when you are asked what you want to do?*
2. *Do you generally find yourself being able to solve your own problems when you are motivated, or do you prefer someone to give you the answers?*
3. *Do you thrive on recognition?*
4. *Do you respond well to the scolding form of accountability?*
5. *What do you ultimately believe you are worth as a network marketing leader? What do you want to be worth?*
6. *What are you afraid of? List 5 things.*
7. *Are you vulnerable enough to have a coach ask you anything?*
8. *Do you find yourself resisting authority or embracing it?*
9. *On a scale of 1-10, what has been your work ethic historically?*
10. *On a scale of 1-10, how much historically do you feel you leave on the table ... work and passion wise?*
11. *On a scale of 1-10, how strongly do you believe you are the most important lever you*

can pull to impact your success?

12. *If you had played “full out” every week since you started your business, what would your income be now? How much have you left on the table “coaching yourself”?*

If you answered the above questions leaning toward being guided versus informed, you could do well with an ontological, listening-based coach. If you prefer to be clearly directed by someone else’s expertise or opinions, and you are not fond of being open or vulnerable, you would do better with a consultant mentor-type coach.

Either way, the most important question above is number 12. How much have you left on the table? Our guess is hundreds of thousands of dollars, if not millions. What would you like the answer to that question to be four years from now? ■



RICHARD & KIMMY BROOKE share a vision to educate and promote ethical Network Marketing through their coaching and leadership company, Bliss Business. Together, they are helping tens of thousands of network marketers leave the profession better than they found it.