

# Smart Choices

## Need Help With A Game Plan? Consider A Coach

(NAPSA)—Where do you turn when you want to achieve a goal? For many people, the best way to level the playing field may be to get good advice from a coach.

Many people now have coaches to help them form a game plan in their personal and professional life. Basically, coaching is helping people increase their life skills or performance.

Coaches are experts in listening and working with people to find their optimal point of view or perspective and create strategies to support them in reaching their goals.

“A life or business coach works with people to identify, clarify and achieve goals,” says Judy Feld, MCC, President, International Coach Federation. “Some people may want help in working on a life change or a career change.” People for whom a coach may be helpful include:

- Individuals who no longer have a job or whose jobs have become untenable because of economic circumstances;
- Individual business professionals who face challenges maintaining their businesses;
- Individuals who now want to re-evaluate their life goals or perhaps set goals to make significant life changes; and
- Individuals who have worked in one career for a long period of time and now want to explore other possibilities.

Others may want support in beginning a business or changing the focus of their business. Every coach has a different approach, so



**If you need help with your game plan, a coach may be able to map out a course of action.**

when looking for a coach, find someone you can feel comfortable talking to on a weekly basis.

A life or business coach should also be someone you can trust and feel safe being honest with.

A good place to start the search for a coach may be the International Coach Federation ([www.coachfederation.org](http://www.coachfederation.org)), the coaching professional association. Or you can try [www.coachreferral.com](http://www.coachreferral.com), a database of life coaches.

International Coach Federation is the largest worldwide non-profit professional association of personal and business coaches. ICF establishes and administers standards for credentialing professional coaches and coach training programs. ICF also provides a process for an ethical conduct review of its members. For more information, visit [www.coachfederation.org](http://www.coachfederation.org) or to speak to ICF Executive Director Dan Martinage, call 1-888-423-3131.