



The Elite Adviser

INSTITUTIONAL STRENGTH INTELLIGENCE

The pursuit of excellence demands groundbreaking practices, acute insight and expert skills. Backed up by decades of rigorous study and practical application, the industry leaders at CEG Australia deliver precisely the tools and strategies you need to reach the elite level.

A Coach on Your Side

There's no shortage of training programs in our industry. If you want to learn how to make a powerful first impression or build a Web site for your business, there's a program, workshop or seminar for you.

Unfortunately, most training programs fail to fully live up to their promise. Traditional training is a little like teaching someone to play football using a PowerPoint presentation and role-playing. The players may feel they learned a lot, but when they go out onto the field, they find that conditions are quite different from the training environment—and they're largely unable to translate concepts learned during training into performance on the field.

Coaching takes up where training leaves off. By helping advisers to actually apply their learning, coaches turn the theory of what was learned into reality. The goal of coaching is not simply to teach people what they need to do, but to make sure they actually do it. Coaching clients can do what they've learned in the way it's meant to be practiced because they have a coach by their side to guide them.

To decide whether you'd benefit from working with a coach and how to find the right coach, consider these questions:

1. Am I right for coaching?

To be a good fit for coaching, you must have a strong desire to excel. All of us want to be more successful, but that's not enough. To really succeed in coaching, you must have a burning drive to achieve phenomenal success. You'll need this drive to sustain you through the tests that coaching will present you.

You also need the following traits:

- **Willingness to work hard.** Some advisers are looking for a magic bullet—an easy answer to challenges. Working successfully with a coach requires real effort—good, old-fashioned elbow grease.
- **Ability to step outside the comfort zone.** You may need to let go of some of your most treasured assumptions about yourself and other people. You may need to play a much bigger game than the one you usually play. And you may have to take some personal risks for the sake of your goals.

- **Willingness to make commitments.** A good coach will help keep you accountable for moving in the direction of your most important goals. Almost all of us need help in this area. However, no coach can create that commitment to action. This is up to you.
- **Ability to stay the course.** Advisers may discontinue specific tactics just at the time that they begin to see positive results. They get distracted, lose focus and end up dropping the ball. To achieve substantial success over the long run, you must be able to stick with the program.

2. Where should I focus?

Some coaches focus on issues of personal development, such as building confidence, achieving balance between your work and personal lives, creating more free time or managing conflict. Others focus on general business development issues, such as targeting select clients, mastering technology or streamlining your business. Still others zero in on specific skills, such as improving sales skills, motivating prospects or speaking well before an audience. Finally, some coaches focus on technical knowledge, like the latest financial concepts or the mechanics of sophisticated products.

Where you choose to focus will depend on your personal and business goals. It's helpful to look at any coach or coaching program in the context of its ability to help you generate a substantially higher income. In other words, does it give you the skills and knowledge you need to be more successful?