

## Key Coaching Principles

**1. SYNERGY CAUSES BETTER RESULTS, MUCH MORE EASILY**  
Coaching IS Synergistic through it's collaborate nature between coach and client

**2. WHEN PEOPLE ARE FULLY HEARD AND UNDERSTOOD, THEY MOVE FORWARD INSTANTLY**  
Without this, people generally slow down or even stop in life

**3. ANY SITUATION CAN BE OPTIMIZED, TURNED AROUND OR IMPROVED**  
And with a coach it can happen much more quickly

**4. FEWER PROBLEMS OCCUR WHEN ONE HAS A STRONG PERSONAL FOUNDATION**  
Rising above the muck of life is job #1 in coaching

**5. SOMETIMES THE CLIENT HAS THE ANSWER; SOMETIMES THE COACH DOES**  
It really doesn't matter where the answers come from

**6. ONE CAN HAVE A PERFECT LIFE**  
Don't mock it until you've tried it – details at [perfectlife.com](http://perfectlife.com)

**7. WE HUMANS OPERATE AT 1%, OR LESS, OF OUR POTENTIAL**  
Coaching increases this percentage

**8. SUCCESS IS A BASIC HUMAN RIGHT**  
Success has nothing to do with deservedness, privilege or background

**9. WHEN THE CLIENT PROPERLY DEFINES SUCCESS FOR HIM/HERSELF; COACHING ACCELERATES**  
This knowledge naturally positions the client to be more successful with less effort

**10. MOST PEOPLE DON'T KNOW WHAT THEY TRULY WANT**  
A coach can help clients discover what they truly want –  
It's a fairly simple process

**11. WHAT ONE PUTS UP WITH, COSTS ONE DEARLY**  
Tolerations consume energy, resources and the human spirit

**12. WE ARE ALL PICASSOS-IN-TRAINING**  
The world is waiting for everyone to discover, express and share their creativity