



# THE CASE FOR COACHING

*To become all that you can be  
requires transformation - “be the  
change you wish to see in the  
world” Mahatma Gandhi*

# WHO SHOULD I FOLLOW?

Dr. Richard Boyatzis, Professor of Organizational Behavior & Psychology at Case Western Reserve, wrote Resonant Leadership with Annie McKee and Primal Leadership with Daniel Goleman

*These three thought leaders have provided more useful information about the field of leadership more than any other contemporary researchers/authors!*

*Allow me to share four profound insights from the book Resonant Leadership.*



# INSIGHT #1 — LEADERS GO FIRST

“People who think they can truly be great leaders without personal transformation are fooling themselves. You cannot inspire others and create the resonant relationships that ignite greatness in your families, organizations, or communities without feeling inspired yourself, and working to be the best person you can be.”

## INSIGHT #2 — IT REQUIRES HARD WORK

“The trouble is that personal transformation is not easy. Facing our own shortcomings is hard work indeed. Honesty with ourselves breeds vulnerability. When we see who we really are and do not like it much it hurts. Contrary to popular belief it is not change itself that is so hard; what is hard is being honest with ourselves, looking at ourselves with no filters and admitting that we need to change. Many of us shy away from this honesty, just to avoid the vulnerability and, yes, the pain that comes with seeing that we are not all that we might have thought, and in fact not all that we want. Self-discovery is really hard work. Maybe that is why so few people do it, and why so few people are really great human beings and great leaders.”

# INSIGHT #3 — NONLINEAR & CONFUSING

“All of this is why personal transformation is not easy, quick, or linear. For many of us living through it is an experience of surprise or extraordinary contradictions that can only make sense later on. While on the journey, we can easily feel lost, isolated, or simply confused. In hindsight we can probably pinpoint the moment the journey began, yet it is often hard to identify exactly when we began to move away from the “old” life toward one that speaks to our dreams.”

# INSIGHT #4 - INTENTIONALITY

“But one thing we know for sure: becoming a resonant leader does not happen by accident. Great leadership comes as a result of hard work and a bit of luck. It requires discovering our own noble purpose, living it every day, and being fully aware of ourselves and other people as human beings – mind, body, heart, and spirit. Resonant leaders live their values, and they truly care about people. They create a sense of hope about the future and excitement about the present, for themselves and for others.”

# WHY WE NEED HELP

1. We get distracted & confused and need someone to help us focus or make sense out of the process!
2. We get discouraged and need someone to give us hope!
3. We get lazy and need someone to challenge us!
4. We lose motivation and need someone to inspire us!
5. We let old habits pull us backwards and need someone to lift us forward!

Invest in a coach, someone you can trust to help you become the best version of yourself. Extraordinary transformation rarely happens by itself.