

## Coaching

My personal trainer, Frances Michaelson, owner of Muscle Up Personal Training Centre, who also happens to be a client of mine, described effective training in the following manner:

*“one tends to do better in relation to consistency when one has a specific program that is clear, marked down, is challenging, fun, and has specific goals attached; meaning time lines and clear dates so as to know when to change the design etc.”*

Whether you're a body builder or someone who just wants to stay healthy and keep fit, the above works wonders when applied. This is my philosophy and I am adamant about it when coaching individuals to achieve their goals. In personal coaching, the timelines and dates are important so as to track progress and help in deciding new directions, if required.

What I never realized is that I followed this approach when I decided to go into business for myself, and continue to do so with every new direction I want to take. What makes this easier for me is that I too have a mentor/coach that I can rely on to assist me in my personal and professional development.

\*"The coach approach"(a term used by Deloitte & Touche), whether it is for personal, business or career goals, is trickling into our culture and becoming a natural, but integral element in helping us focus on our present and future desires, and assisting us in putting together an action plan that will help us realize those desires.

When choosing a coach it is important that you are comfortable, and that you feel safe in developing an ongoing supportive and trusting relationship with an individual who will be there to help you produce results in your life, career and business.

For more information on coaching, you can contact Linda at [lconstant@optimusperformance.ca](mailto:lconstant@optimusperformance.ca)