



A Different Kind of Coach

Coaches analyze your performance and help you see things that are hard to see for yourself.

Their analysis, their insight and their recommendations stem from their philosophy about how a human brain absorbs information and how the process of coaching - the tactics for teaching and effective communication – can most expeditiously help you the client in reaching your objectives.

If the realm is athletics, a coach can see where your swing or your pass is slightly different than what you need to or intend to be doing. They point out where the muscles could be doing something different and the result would most likely improve. They explain the mechanics and you try it – until you get it.

In the realm of mental performance, things get a bit more complicated. Our tendencies in information processing and our unconscious personality architectures tend to be more entrenched than the way we swing a golf club.

Nevertheless, the first step is to help you become aware of biases and tendencies that are either escaping your conscious awareness or which you can't quite shake even though you know they are there.

The second step is to help you learn how to listen to visceral information. This is key. Much of the knowledge we bring to any situation (or much of our beliefs) are experienced through a dimension that is based in physical feelings.

Given that we have all been raised in a culture where we value intellectual activity more than physical feelings, most of us haven't learned to glean or parse that dimension. Doing so offers a wealth, maybe even a holy grail, of untapped information.

Once we learn to gather any data from that dimension, we have to learn how to parse it. Some of it is bias, some of it is an echo from past expectations and some of it (the gold in them thar hills) is experiential knowledge that will tell you things about the market, your strategy or your tactics that your brain and your mathematical analyses will take much longer to reveal.

Our coaching, through our techniques in guiding discussions, brings out these three facets of feelings and teaches you to delineate the differences.

We borrow techniques from modern psychoanalysis which as a discipline figured out a much more productive way of interacting with clients. For example, helping a person focus outside themselves implicitly gives both of us access to more information about what is going on inside. As we begin to see what you may not, we use the basic Socratic method of asking questions in order for you to discover the insights for yourself.

This is a completely different way of helping you improve your mental performance. Sure we will talk about goals and plans in order to clarify but this isn't about holding you accountable or adding any judgment, it is about us teaching you how to find and leverage the wealth of knowledge you already have but have not had access to. Creating a completely open discussion, where anything can be said, is the quickest and most effective way to help you capitalize on what you know while steering clear of any bias – whether it comes from current analyses or past personality development.