

THE TYPES OF PEOPLE WHO SEE A LIFE COACH EP #62

“Do I need a life coach?” You’re listening to Episode 62, with Rhiannon Bush

Welcome to the Do I need a life coach? Podcast. We’re here to discuss the ins- and outs- of the life coaching industry and give you tools to use, to see for yourself. I’m your host, Rhiannon Bush.

Mother, management consultant and a passionate, certified life coach.

Hi my friends. Today I’ll be splitting this episode into two sections: 1. Why people get a coach and 2. Who gets a coach. There’s no simple answer and it comes down to personal preference. Some people prefer to see a psychologist, others prefer a psychiatrist. Some prefer a counsellor, others prefer a friend or a clairvoyant. The important thing to note is like your physical health, your mental health takes a team of people. Sometimes you just need some sleep, hydration and some vitamin D. Other times you’ll need a good cry.

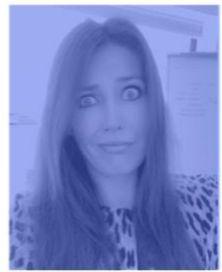
Where I think the line is drawn, is when you have a problem you’re struggling to solve yourself that goes on for too long. Now “too long” is whatever you make it. I’ve worked with clients who have what I consider to be a lot of patience and they’re happy to bide their time and persist over a long period of time. A long period of time to me is 12 months or more. Other clients I have aren’t willing to wait one month. So it really depends on you, where you’re at, other things going on in your life, and the reasons you want something faster than what you’re getting it. I think it’s important to achieve what you want sustainably because that way you can enjoy the journey which is very important.

Until you try different options, you won’t know what works for you. I’ve had clients leave and go and see hypnotherapists, I’ve also had clients come from psychologists to work with me when they have reached a point of feeling like they needed something different. There’s no right or wrong, and each individual practitioner will bring something different to the practice itself and that’s another thing to be aware of and do your due diligence while also using your intuition to help guide you in what you need right now.

The most common phrases I hear when I first ask somebody why they’ve reached out is “I want to live life on my terms”. Or “I want to be better and get achieve this thing”. And the main one is “I’m stuck and I just don’t know how to move forward”. Other clients come to solve specific problems such as:

1. **Career Transitions:** Many individuals seek life coaching when they’re looking to switch careers, start a new business, or face challenges in their professional life. You can find stories of individuals who found success after working with a life coach to navigate these transitions. This is usually someone who labels themselves as a Career, Leadership or Business Coach.
2. **Relationship Challenges:** Some people turn to life coaches to improve their relationships, whether it’s a troubled marriage, difficulties with family, or issues in friendships. Real stories of individuals who improved their relationships with coaching can be inspiring. Coaching will teach the client to be accountable which can greatly impact the dynamic in an existing relationship. The results are even better when the parties in a relationship see a coach individually and together.





3. **Personal Growth and Confidence Building:** Life coaches often help individuals build self-confidence, overcome personal obstacles, and become the best version of themselves. Real stories in this category can demonstrate the transformative power of coaching and the significant changes people experience in their lives as a result of working with a coach. This is where I love to play. To see my clients realise that they can, that the possibility is available to them and then switch gears from the seed of that belief is an absolutely incredible thing to witness and I love it.
4. **Health and Wellness:** People who want to lose weight, get fit, or manage health conditions may work with life coaches. There are many stories of individuals who achieved significant health goals with coaching because so much of our health and wellbeing has to do with our mindset. There are so many studies discussing the placebo effect of fake surgeries and medications, as well as the mental fortitude required to change. By starting your health and wellness journey with a coach, you're setting yourself up for life-long, sustainable success.
5. **Time Management and Productivity:** Some people turn to life coaches for help with time management, setting goals, and increasing productivity. I experienced this personally with my coach a few years back, and other people's testimonials can show how coaching led to increased efficiency and success.

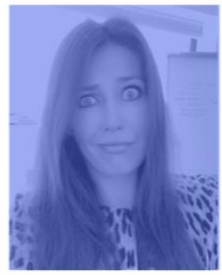
These are some of the general types of adversity that people seek life coaching for. There is so much research and people's recounts available detailing their personal experiences in tackling and overcoming these issues with a life coach.

Now... the types of people who seek guidance from life coaches.

Life coaching has emerged as a powerful tool for personal and professional growth, helping individuals unlock their full potential and achieve their goals. People from various walks of life turn to life coaches for guidance and support.

1. **Career Enthusiasts:** Career-focused individuals often consult life coaches to navigate their professional journey. They may seek guidance on setting career goals, advancing in their current job, or even transitioning to a new career. Life coaches facilitate their clients develop new strategies, improve leadership skills, and overcome their career-related and personal challenges.
2. **Entrepreneurs and Business Owners:** Entrepreneurs and business owners frequently work with life coaches to boost their business acumen. Life coaches can empower leaders through their training to help leaders lead more effectively, time manage, decision-make, and achieve better work-life balance in the demanding world of entrepreneurship.
3. **Students and Graduates:** Young adults at different educational stages, from high school to college and beyond, often seek guidance on educational and career choices. Life coaches help the client identify their passions and longer-term vision that help inform their academic and career goals, and go on to develop strategies for execution and success.
4. **Creatives and Artists:** Writers, artists, musicians, and other creatives benefit from life coaching to overcome creative blocks, enhance productivity, and manage their artistic careers effectively. Coaches assist in boosting creativity, staying motivated, and achieving artistic goals by creating a safe space for clients to distill their thoughts and fears, and reconnect with their passion and innovation.





5. **Parents and Families:** Life coaching is invaluable for parents seeking support and confidence in raising children, maintaining a work-life balance, or navigating family-related challenges. Coaches empower clients by silencing outside noise and letting their inner voice be heard for more effective parenting, communication, and conflict resolution within the family unit.

6. **Individuals in Transition:** Life transitions, such as divorce, retirement, or relocation, can be daunting. Life coaches help individuals cope with these changes and find new directions for their lives. They have the tools to help the client recognise the story they're telling themselves and offer emotional support and re-write that story, to ease the transition and move forward confidently.

7. **Health and Wellness Seekers:** Those aiming to lead a healthier lifestyle often consult life coaches. Coaches can aid the client with setting and achieving fitness goals, developing healthier eating habits, and improving overall well-being while holding the client accountable and helping them overcome any hurdles and challenges along their journey.

8. **Personal Development Enthusiasts:** People passionate about self-improvement often see life coaches ongoingly and consider them as partners in life. Coaches assist in setting and achieving personal growth goals, harnessing a growth mindset, achieving higher levels than they ever anticipated they could, enhancing self-confidence, and overcoming limiting beliefs.

9. **Individuals Facing Mental Health Challenges:** Life coaches are not substitutes for mental health professionals, but some individuals facing mild stress, anxiety, or depression may seek their guidance to develop coping strategies, set positive goals, and regain control over their lives. Life coaches can, but often aren't, utilized in conjunction with other mental health professionals and it's important to be open to all options for your personal circumstances and what you require most at this point in time for what you want.

10. **Retirees and Seniors:** As individuals enter their retirement years, they may turn to life coaches for assistance in setting new goals, exploring post-retirement opportunities, working through uncertainty and confronting emotions, and maintaining an active and fulfilling lifestyle.

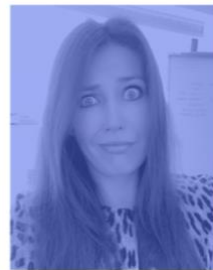
11. **Couples and Relationship-Seekers:** Couples experiencing relationship challenges or individuals looking to build healthier relationships can benefit from relationship coaching. Life coaches offer tools to assist with effective communication, conflict resolution, boundaries, and fostering strong, loving partnerships.

12. **Achievers Chasing Peak Performance:** High-achievers, such as athletes, executives, or public speakers, often collaborate with life coaches to achieve peak performance. Coaches help them sharpen their focus, build resilience, go that extra step, and maintain motivation.

13. **Overcoming Personal Setbacks:** Life coaches assist those who have faced personal setbacks, such as failed relationships, addiction recovery, or financial crises. Coaches provide the support and tools necessary for rebuilding lives and moving forward taking the lessons and finding forgiveness.

14. **Leaders and Managers:** Leaders in various fields, from corporate executives to nonprofit directors, work with coaches to enhance their leadership skills, develop strategic thinking, and foster a positive and productive organisational culture. This is often to maintain both the integrity of the





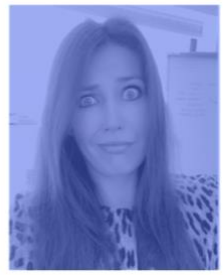
workplace but also accommodate the individuals they work with, all while being true to themselves at the same time.

15. **Spiritual Seekers:** Individuals on a spiritual journey often engage with life coaches who can facilitate self-discovery, mindfulness, and aligning life choices with spiritual values. This requires deep emotional work. It often brings up past trauma and involves a lot of catharsis and surrender.

I did some research on public figures who have claimed to work with a life coach for various reasons.

1. **Oprah Winfrey:** The media mogul has credited her life coach, Martha Beck, with helping her navigate personal and professional challenges.
2. **Hugh Jackman:** The actor sought the guidance of a life coach to balance his career and personal life.
3. **Serena Williams:** The tennis superstar has worked with a life coach to enhance her mental and emotional well-being, which has positively impacted her performance.
4. **Bill Clinton:** The former U.S. President has acknowledged seeking life coaching to improve his public speaking and communication skills.
5. **Leonardo DiCaprio:** The Academy Award-winning actor has reportedly worked with a life coach to manage stress and anxiety.
6. **Naomi Campbell:** The supermodel has been open about her experience with a life coach who helped her manage her life and career.
7. **Ellen DeGeneres:** The comedian and talk show host has spoken about her use of life coaching to overcome challenging life transitions.
8. **André Agassi:** The tennis legend has utilised life coaching to help with his personal and professional development.
9. **Barbara Corcoran:** The "Shark Tank" star has attributed her success to working with a life coach to overcome her insecurities and self-doubt.
10. **Gerard Butler:** The actor sought life coaching to improve his overall well-being and find more balance in his life.
1. **Robert Downey Jr.:** The acclaimed actor Robert Downey Jr. has publicly discussed how life coaching was instrumental in his recovery from substance abuse. His life coach, Uri Geller, helped him make significant changes in his life.
2. **Eminem (Marshall Mathers):** The rapper Eminem, who has had well-documented struggles with addiction, sought the guidance of a life coach as part of his recovery process. He has discussed how this support helped him regain control of his life.





3. Elton John: The legendary musician Elton John, who battled addiction issues, has credited his life coach, Bob Forrest, with helping him maintain sobriety and navigate the challenges of recovery.
4. Demi Lovato: Singer and actress Demi Lovato has been open about her experiences with addiction and eating disorders. She has worked with life coaches and credited them with assisting her on her journey to recovery.
5. Samuel L. Jackson: Actor Samuel L. Jackson, who struggled with drug addiction in his early career, has spoken about the impact of a life coach on his path to recovery.

Some sports teams and athletes have employed life coaches to enhance their performance, improve teamwork, and manage various aspects of their lives. While it may not be as widely reported as the use of coaches in other fields, it's a growing trend. Here are a few examples:

1. Chicago Cubs (MLB): The Chicago Cubs hired a life skills coordinator and sports psychologist, Darnell McDonald, to work with the team. His role involves aspects of life coaching, helping players with personal and professional development.
2. Seattle Seahawks (NFL): The Seattle Seahawks have used sports psychologists and mental performance coaches to help players manage stress, focus on their goals, and build resilience.
3. San Antonio Spurs (NBA): The San Antonio Spurs have a history of using mindfulness and mental conditioning coaches to enhance their performance. These coaches help players manage stress and maintain mental clarity.
4. Michael Phelps (Swimming): Although not a team, the most decorated Olympian in history, Michael Phelps, worked with a mental performance coach, Keenan Robinson. This collaboration played a crucial role in Phelps' successful return to competitive swimming.
5. Novak Djokovic (Tennis): Tennis star Novak Djokovic has worked with a sports psychologist to improve his mental resilience and focus during matches.
6. AFL have used The Resilience Project by Hugh van Cuylenburg to manage media stress, remain focused, to enhance emotional intelligence and to perform under pressure.

Life coaching and sports psychology often overlap in their approaches. Athletes and teams seek these services to enhance their mental strength, improve their focus, and deal with the pressures of high-level competition. While not every sports team or athlete openly discusses their use of life coaches, it's clear that mental and emotional support has become an integral part of sports performance at the professional level.

Life coaching is a versatile and dynamic field that caters to a diverse range of individuals seeking guidance and personal development. Whether it's achieving career goals, navigating life transitions, improving relationships, or pursuing personal growth, life coaches serve as partners on these journeys.





Life coach's expertise empowers people to overcome challenges, harness their potential, and lead more fulfilling lives. The reasons to seek a life coach are as diverse as the individuals themselves, reflecting the breadth of issues that life coaching can effectively address.

See you next week.



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If you've found this podcast valuable, please take a minute to write a quick review about what you've found most beneficial for you, so other people can benefit from your insights, and listen in too. I would LOVE that!

Also, if there are any topics you'd like me to cover specifically about life coaching or the life coaching industry, visit rhiannonbush.com to contact me. Thanks for joining and I'll see you in the next episode of Do I Need A Life Coach?!

Please note, this transcription may not be exact.

