

Why Hire a Coach?

No one "needs" a coach. But people are certainly hiring them. Perhaps the answer to this question is best explained by an article by Carol Smith, Los Angeles Times, 5/20/96 :

"The reasons people use coaches are varied. Chief executives frequently look for coaches to serve as objective sounding boards. A university professor torn between teaching and publishing responsibilities used a coach to help her figure out how to prioritize her work life. A few companies have hired coaches to help executives smooth out relationships with employees. Many independent business owners seek out coaches to keep them on track as they build their businesses."