



3 Things A Great Coach Should NOT Do

Hi! I'm Sharon Jurd and welcome to my Biz Blitz video. Today I want to talk to you about three things a great coach should NOT do. I know it sounds a little bit negative and I'm always talking about the positive stuff, but today, I really want to share with you the three things that, as a great coach, we should NOT do. If you are a great coach you need to make sure you are not doing these three things.

The first thing, when you're a coach, **don't do it for them**. Don't do the things that they need to get in place. They might say, "I need some help to build a website or a landing page", "I need some help with my social media". Don't go and do it for them. You are a coach. What you do is you share with them, teach them, advise them, and get them on the right track. There are all sorts of things you do as a coach but the one thing you don't do is do it for them. Give them the learnings of being resourceful. They need to be resourceful, they need to find these people to help them at the price that they can afford and they need to be resourceful in their business.

Secondly, **don't be sympathetic**. I know that might sound a bit harsh but **what you need to be is empathetic**. If you're feeling sorry for them and feeling sympathy for them, you are not going to be a great coach for them. Yes, empathise around the situation they are in, understand them fully, understand their pain, their challenges, understand what they've been through but you cannot be sympathetic with them because as a coach, once you get into being sympathetic, then you won't bring the best of yourself to that coaching session or to that client.

And that brings me to my third point, **do not be a friend, be a coach**. Because what happens is, we do like the people we work with. I really like my coaching clients. I love spending time with them and we sometimes do become friends after our coaching and most of the time, we continue as friends. But at the time of coaching, you have to remain the coach because you need to be able to tell it like it is. A friend is someone you go to where they sit there and pat you on the back and tell you that everything is going to be okay. Well, sometimes that's not great from a coach. Sometimes a coach might say to them, "if you don't make a



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change, things are not okay.” And you need to be able to have those difficult conversations with them. So, please, don’t be a friend, be a coach.

So there are my three points. Three things you don’t do if you are going to be a great coach is don’t do the work for your client, don’t be sympathetic but in fact be empathetic, and don’t be a friend, be their coach.

I hope this has helped you today. If you think this video would be of value to your friends, families, and colleagues, please share the video out. I want to help as many people as I can and I need your help to do that. Thank you very much again. I’m Sharon Jurd and we’ll talk soon.