



SURPASS
YOUR GOALS
coach • consult • train

WELCOME TO SURPASS YOUR GOALS!

Congratulations on taking the next step to achieving success in your life. I look forward to sharing this journey with you! Every profession has distinct ways of operating. Described below are the customs of a professional coach.

We work weekly: We work weekly (four sessions per month) with our clients. We believe an ongoing, nurturing and developing relationship works best for the client and the coach.

We are available: We recognize the importance of the relationship we have with our clients and strive to keep ourselves emotionally, physically, mentally and spiritually available, so we can assist our clients fully.

The client's needs come first: We place people with the coach who can help the person the most. We don't keep clients we cannot do a great job for.

We practice coaching not therapy: We work only with clients who can use us well. We are not therapists, caretakers or financial planners. We refer clients to the best available professionals for their psychological, health and financial concerns.

We are confidential: We protect information our clients tell us.

We protect relationships: We complement the work of other professionals. We do not knowingly interfere with other professional relationships the client has.

We share in our community: We are a resource for our clients, and we do our best to put our clients in touch with people in our community for mutual benefits.

We gift coaching to clients: We work with special clients who need the coach's services yet cannot pay full fare. We are in business, yet we recognize helping others is a way to show our gratitude.

We are paid in advance: We are paid monthly, in advance, for personal coaching.

We have our own coach: We always have a coach of our own. We believe that to be a developing coach, one must have a coach.

We are on a path to mastery: We keep continually growing, personally and professionally.

We have a national practice: Many clients work with us on the telephone—from next door, across the state, and around the country.

1.844.478.7727

private coaching • e-coaching • workshops
SURPASSYOURGOALS.COM

ROBIN LAVITCH, MA, CPC
robin@surpassyourgoal.com





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COACHING OVERVIEW

Welcome to Surpass Your Goals! I'm dedicated to providing an ongoing collaborative relationship designed to empower you to achieve success in your personal and professional life. I look forward to sharing this journey with you. I appreciate the opportunity to work with you. I have prepared the following materials to assist you in getting the most from your time and our relationship.

WHAT IS COACHING?

Coaching is a unique profession to help you:

- Solve Problems
- Reach Goals
- Design a Plan of Action
- Make Decisions

We help you to achieve this by:

- Implementing a plan of action, working through the inevitable challenges and any obstacles.
- Helping you maintain a healthy balance between personal and professional life.
- Keeping you looking ahead to take advantage of opportunities.
- Bringing out your personal best, keeping focused on your needs, values and vision.

WHY DOES COACHING WORK?

Coaching works because it brings out your best. A coach believes you can create your own best answers and is trained to support you in that process. Specifically, this is what I do with you during our coaching sessions:

Listen. I listen fully. You are the focus. I listen to what you say, what you are trying to say, and what you are not saying.

Share. After you have fully communicated, I share with you my advice, ideas, comments and views on your situation, dilemma or opportunity.

Endorse. Anyone with a goal needs an outside voice full of endorsement, compassion and acknowledgement.

Suggest. Requests and recommendations to help you achieve the life you dream of.

HOW DOES COACHING WORK?

Coaching can be conducted on the telephone, in groups or in person. Sessions are conducted four times per month or once a week. Clients choose the format that best suits their needs.



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FREQUENTLY ASKED QUESTIONS

1. Why does coaching work?

The coaching process is effective because of the client/coach relationship. There is synergy and support that allow the client to grow. The coach challenges the client and inquires about relevant topics which highlight strengths and hidden barriers in a confidential environment. The coach achieves this through objectivity, accessibility and frequency of the sessions.

2. Who hires a coach?

The primary market for clients include: entrepreneurs, consultants, business owners, human resource departments, managers, supervisors and other professionals.

3. Why is coaching so popular?

Coaching is increasing in demand because of the individual and organizational needs for self-expression, gaining a competitive advantage, need for collaboration, self-determination, and options for lifestyle preferences.

4. What are the skills of a coach?

Coaches utilize a wide variety of skills including: listening, clarifying, prioritizing, providing feedback, educating, challenging, evoking, directing, guiding, supporting, and demonstrating.

5. What goals do clients want to focus on?

Clients have goals for revenue/profitability, marketing and promotion, communication and thinking skills, personal development and growth, life balance, management and organizational skills, financial independence, and problem solving.

6. Why is coaching worthwhile?

Coaching provides benefits in achieving goals, advancement and faster results, rapid personal development, clearer and sharper thinking, more financial security, meaningful accomplishment, more life satisfaction, more creativity and solutions, and higher profits.

7. Where do coaching principles come from?

Coaching principles are integrated from various professional disciplines including: business and management theories, psychology, sports, eastern philosophy, parenting and communication, inspiration, and science.



OUR MISSION STATEMENT

Our mission is to inspire and train professionals to reach their maximum potential by leveraging their strengths and living their passion!

Our philosophy is to merge the principles of business and psychology to create a plan that leads to personal peace, purpose and profitability.

Our seven guiding principles for success:

Self-Awareness — Helping you know and understand yourself

Understanding — Building rapport through active listening and non-judgment

Collaboration — Client goal and objective development

Challenge — Homework assignments specific to the client to provide feedback

Empowerment — Developing personal growth and purpose

Strength — Focus, confidence and accomplishments

Satisfaction (Self-Renewal) — Balance, achievement and fulfillment

The Coaching Alliance:

The coach and the client work as partners to create a holistic experience that is founded upon the client's values, goals and greater purpose. The coaching alliance is designed by the client, as they are naturally creative and resourceful. Clients have their own unique answers that are discovered during the partnership through inquiry and guidance. Coaches offer objectivity, feedback, motivation, and accountability to better afford clients the ability to achieve their vision.

Client's Role

- The client is committed and dedicated to achieving their own success.
- The client recognizes their existing strengths.
- The client is open and honest.
- The client will engage in brainstorming and strategic planning.
- The client is open to exploring and becoming aware of themselves.
- The client will experiment with new ideas, to think outside the box!
- The client is responsible for their own feelings, actions, and decisions.
- The client is willing to complete homework in between sessions.
- The client is willing to accept feedback and be accountable and challenged (even if uncomfortable).

Coach's Role

- The coach is dedicated and committed to helping the client achieve success.
- The coach recognizes and helps clarify the client's strengths, passions and goals.
- The coach provides rapid straightforward feedback and standardized assessments.
- The coach identifies and helps navigate the client's goal planning through inquiry.
- The coach enlists the client's vision through self-awareness.
- The coach builds upon the client's existing capabilities to overcome challenges hindering success.
- The coach is responsible for building alliances by supporting and guiding the clients.
- The coach is dedicated to a seamless process that maximizes outcomes.
- The coach fosters accountability and reinforcement.
- The coach helps clients clarify their expectations and organize their thoughts.



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HOW WE COACH

HERE IS A BRIEF DESCRIPTION OF OUR APPROACH TO COACHING:

My clients are creative and resourceful: I am blessed with the privilege of choosing you, my client; I want and enjoy you. You are growing and successful. I am assisting you to further your personal, spiritual and professional life.

I expect your best: I ask my client to do more than they would on their own. I like to stretch you when the timing is right.

I make direct requests: I present and we discuss strategies and techniques to help you achieve your goals.

I give straight feedback: I tell the truth to help you uncover blind spots so you can see events, situations and/or problems objectively.

I ask questions: I want to know facts, feelings and preferences, and I want my clients to know these as well. I want to know your needs, and my role is to help you achieve your ideal results.

I give homework: I ask you to come up with goals, actions or shifts in between sessions to ensure focus and progress.

I am available: I want to hear about things going on, even in the moment. You can call or email me at anytime.



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BENEFITS OF COACHING

REASONS ORGANIZATIONS UTILIZE COACHING:

- The pace of business has changed.
- Business is global, and there is a need for greater inclusiveness and valuing of diversity.
- Coaching can help eliminate a culture of fear and paternalism.
- A competitive advantage is gained through people.
- Individuals are more responsible for managing their development.

HOW COACHING BENEFITS THE ORGANIZATION:

- Coaching is applicable to individuals and teams.
- Coaching uses common language that everyone can relate to.
- Coaching compliments other quality-improvement initiatives.
- Coaching results are measurable and sustainable
- Coaching promotes focused discussions tied to the achievement of business results.
- Coaching promotes development of new skills in the organization.
- Coaching fosters future-oriented thinking.
- Coaching empowers organizations to make clearer decisions and develop goals for effective actions.

HOW COACHING BENEFITS INDIVIDUALS:

- Coaching emphasizes the unique potential of individuals.
- Coaching provides a structure and a process for individual development such as internal motivation and trusting one's intuition.
- Coaching uses language that is grounded in respect for people and their capabilities.
- Coaching establishes the focus on the person being coached.
- Coaching promotes personal discovery and self-responsibility for solving problems.
- Coaching fosters the development of high levels of self-confidence and mastery.
- Coaching forms a basis for planning in life transitions.
- Coaching provides a model for personal leadership development.
- Coaching forms a structure to achieve a balanced life.



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INTRODUCTION TO THE COACHING APPROACH

WHAT IS COACHING:

- Creating a trusting and collaborative environment in which personal development and performance improvement occur.
- A positive style of relating that can be used anywhere, anytime.
- A means of helping people achieve extraordinary performance.
- A way of being with another that promotes reflection, self-discovery and openness to taking more effective actions.

WHAT COACHING IS NOT:

- Directing, controlling or manipulating others according to the coach's agenda.
- Having all the answers and solving problems for others.
- Being judgmental or punitive.
- Coaching without mutual understanding or agreement.
- Counseling or therapy.

WHAT A COACH DOES:

- Models integrity and high standards for others.
- Establishes collaborative relationships based on trust.
- Treats others with respect and uses constructive language.
- Gives honest feedback for growth.
- Provides objectivity.
- Promotes discovery of possibilities, solutions and alternatives.
- Supports others to strength beyond their current capabilities.
- Bridges gaps in attitudes and behaviors.

WHY COACHING ACHIEVES RESULTS:

- There is a purpose and focus.
- The structure of the relationships promotes growth.
- The structure of the interactions fosters attention and awareness.
- The relationship is supportive in examining challenges and areas of development.
- Boundaries and time frames promote action steps.
- Accountability is built into the structure and process.



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COACH'S CREDO: I BELIEVE IN YOU!

I believe that you have a unique gift to offer in this lifetime,
which will bring you joy.

I believe that you are willing to be honest with yourself and with me.

I believe that you can solve any problem you encounter.

I believe that you are capable of far more success than you know.

I believe that you are willing to learn what others are not.

I believe that you are able to commit yourself to mastering your craft.

I believe that you are coachable.

I believe in you.

I believe.