

Why You Should Hire a Coach

Have you ever wondered why professional golfer Phil Mickelson or Olympic swimmer Michael Phelps has a coach?

Phil has been golfing for over 40 years, and has won over 40 professional tournaments. He knows how to hit a golf ball really well. Phelps has won 22 Olympic medals, 18 of them gold, the most in Olympic history. Michaels Phelps knows how to swim really fast.

Why do they need coaches?

The answer to that question is simple. Successful people hire coaches because they want to get better.

The best in the world, no matter what profession, seek continuous improvement. It's the key to their success. They know that without improvement they will fall victim to younger, faster, and smarter competition.

They also know that real improvement can be difficult to achieve without help.

Phil and Michael spend countless hours practicing their respective sports, but they have a limited perspective on their own abilities. It takes a coach to tell them what they're doing wrong. A coach will say, *"Phil, your bringing the club head back too far on your drive. Try swinging the golf club this way."*

Would Phil change his swing and improve his game without the encouragement of a coach? Probably not. He most likely has no idea that he's doing anything wrong.

There's actually a term for it. It's called "unconscious incompetence". When you are in the activity yourself, you are unconscious about the areas of your incompetence. You can't see what you're doing wrong.

It takes someone outside of yourself to identify the problem and show you the adjustments that need to be made to bring your performance to the next level. Who is that person? That person is a coach!

The fastest way to improve is to hire a coach. A coach helps you:

- Acquire new skills
- Move forward / get unstuck
- Challenge limiting beliefs
- Stay a step ahead of the competition
- Break old habits

The best in the world have coaches. Those who are trying to be the best in the world have coaches. What could a coach do for you?

If you want to get better and stay competitive in a fast-changing world, hire a coach to get you to the next level.

"You can't pay too much to rent someone else's brain and someone else's experience. They've been there, they've done it and there coming back to show you how to do it even faster." - Darren Hardy