

## **BETHANNE T. JACOBSON, PH.D. OFFERS PERSONAL AND EXECUTIVE COACHING**

### **WHAT IS COACHING?**

Coaching involves a one-to-one interpersonal relationship with a professional to help people identify and accomplish personal and professional goals faster than might be achieved independently. Coaching focuses on transformation and client self discovery to enhance personal growth, goal achievement, and individual development. It may be seen as a partnership between the coach and the client to enable the client to improve self awareness and potential, to enhance self confidence, to explore vocational and career options, and ultimately, to work toward positive life change.

### **DO I WANT COACHING OR PSYCHOTHERAPY?**

Coaching is not psychotherapy! Coaching is for someone who may want to reach a higher level of performance, enhance learning, achieve a new level of personal development, achieve greater career success, and increase life satisfaction. It concentrates primarily on the present and the future. It does not focus on the resolution of trauma, relief from psychological pain or emotional disorders. Coaching allows for intervention outside the parameters put in place by insurance companies such as career and vocational development. Coaching is holistic in nature, incorporating the client's whole life into the coaching agenda. Finally, coaching is value based..... focusing on what is most important for a client's transition to an emerging life chapter.

### **THE PHILOSOPHY OF COACHING**

Coaching is generally practiced as a holistic process, to work toward client self actualization. Ideally, the coached client seeks to become naturally creative, resourceful, and whole. The coaching agenda originates from the client in order to create a designed alliance. The agenda needs to be "owned" by the client to achieve a successful coaching process. The process may be seen as performance oriented where the client may fine tune skills, clarify goals, and develop action steps toward short or long term goals. Or, it may be transformational which includes creating a fundamental shift in perspective, values, potential, and a future life course.

### **WHAT HAPPENS IN A COACHING SESSION**

Coaching sessions may occur face to face, via telephone, fax, or email with individually designed programs to accommodate client schedules. You may be asked to complete self assessment questionnaires and surveys to identify needs. I'll listen carefully and ask lots of questions, probe, and ask again. We will identify your various resources, qualities, and experiences. Together, we will create various strategies to overcome your roadblocks to success. You will work toward increasing self reflection to identify your values and vision!

**EXAMPLES OF MONTHLY PACKAGES - Sessions are completely customized to meet client needs and goal, with additional Incentives offered for extended packages.**

**Level 1: Four 1-hour sessions of coaching per month – Monthly Price - \$600**

For serious professionals who want to achieve significant goals in a short period of time

Coach-on-call between sessions

Unlimited e-mail and fax support between sessions

Unlimited brief (5-10 min.) phone calls between sessions

**Level 2: Three 1-hour sessions of coaching per month – Monthly Price – \$450**

For professionals who want to achieve success in multiple areas

Unlimited e-mail and fax support between sessions

Periodic brief (5-10 min.) phone calls between sessions

**Level 3: Four 30-minute or two 1-hour sessions per month – Monthly Price – \$375**

For professionals who value continuous development, are in career transition, or have specific areas in their personal or professional life they desire coaching.

Unlimited e-mail and fax support as needed