

MARKETING GUIDE

Are You Ready for a Coach?

11 Questions to Ask



MISSION MINDED

AMPLIFY THE GOOD

INTRODUCTION

As a nonprofit, education, or foundation professional you may find yourself feeling burned out, sometimes disconnected from your values, or wondering how to better amplify your impact. It's also common to feel unfulfilled and unmotivated, despite looking like you have it all.

If you're an executive director, president, or head of school it can be lonely, and hard to find people to help you solve challenges in a way that doesn't leave you feeling vulnerable. And if you're a director or manager, with people above and below you, the pressure can be overwhelming, getting in the way of you being your best at work and at home



I'm really in a flow now and so much better at holding boundaries, and that has changed everything. Thank you!

EXECUTIVE DIRECTOR

at a National Welfare Organization



JENNIE WINTON

Founding Partner & Impact Coach

Creating a reality where you feel empowered and at the top of your game is possible when you replace doubt and stress with focus, passion, and joy. Having a coach to help you address challenges big and small with confidence and balance can make all the difference. Here are **11 frequently asked questions** to help you determine if coaching is right for you.

1 Why would I need a coach?

In my 20 years building and leading Mission Minded one thing I've seen over and over is how many people who work in and around nonprofits rise to a position of leadership and then feel stuck.

Many suffer quietly with imposter syndrome. Others reach milestones or the top of their field and wonder, "Is this all?" This gets in the way of their happiness and effectiveness at work and home. Most of us have something in our professional or personal life that we'd like to improve. Having a coach helps you set and reach goals that are meaningful to you, so you have greater impact within your organization, your family and community. Ultimately I'm there to help you maximize your potential and feel great about your life.

2 Is coaching right for me?

If you have something you'd like to improve, achieve or enhance in your life and you're ready to make it happen, coaching is for you. If you're not quite sure how to articulate a nagging feeling you have that there must be more to life, coaching is for you. If you have a persistent struggle or pattern that you'd like to change, coaching is for you.

Clients seek coaching to become a stronger leader (or employee or colleague), improve a relationship, create better work/ life balance, clarify their next career move, have a healthier life, or to organize a daunting project or dream into manageable steps. In my experience, most people who are even considering getting a coach are ready to be coached.

3 What's the difference between consulting and coaching?

A consultant tells you what to do. A coach guides you to find your own answers.

In consulting, such as on strategic planning, branding, admissions or capital campaign communications, logo design, or website development, the Mission Minded team brings deep nonprofit brand and strategy expertise, and we make strong recommendations to your team on how to set your organization up for success. Comparatively, when I coach you one-on-one our work together is private, and I am championing you to tap into your own expertise that leads to uncovering new opportunities for yourself. While this will likely benefit your organization, colleagues, family and others, the focus is on you.

4 What's the difference between coaching and therapy?

Therapy focuses on the past and what happened to you previously. Coaching focuses on where you want to go.

Clients come to me to change, enhance, or improve some area of their life (i.e. live healthier, change jobs, improve as a leader, feel more joy at work, etc.) In coaching you will establish specific outcomes you want to achieve, and we will work together so you develop the right plan, then uncover and remove any blocks to achieving it. You'll be championed by me and accountable to yourself in a new and powerful way.

5 I thought Mission Minded was a strategy consultancy. How does coaching fit into nonprofit strategy?

Our decision to offer one-on-one impact coaching is an extension of our commitment to helping clients Amplify the Good. Everyone in the nonprofit sector can benefit from coaching.

Whether your goal is being a more successful leader in activating your brand and strategic plan, working more effectively with challenging colleagues, or advancing in some other aspect of your life, coaching helps you amplify your impact.

6 Does it mean I'm not successful if I need a coach?

Quite the opposite. People who come to coaching are not "broken," failing, or unsuccessful. In fact, those who benefit most from coaching are people who are already pretty high functioning, and want more.

My clients are successful, but have nagging, persistent challenges they want new solutions to overcome. They may want improvements at work, at home, or both. The investment in coaching means you recognize you can have greater impact and are ready to achieve it.

7 Is this life coaching or executive coaching?

My clients want to move forward toward a firm objective and purpose.

Depending on your goals we may focus more on personal matters such as habits, patterns, and limiting beliefs, or on professional issues such as how to be a more effective leader, how to reach a specific organizational milestone, or how to deal with challenging colleagues. In my experience working with values-driven people there is ultimately a deep connection between the personal and professional. Success comes from balancing both so that you're living and working in alignment with your values.



I've enjoyed having you as a coach. It's remarkable how many big and powerful shifts you helped me make in a short amount of time.

EXECUTIVE DIRECTOR

at a National Education Equity and Access Nonprofit

8 Is coaching confidential?

Yes. Whether paid for by you, your employer, or a third party, what we discuss during your sessions is 100% private and confidential.

In fact, some people seek coaching because they don't already have a safe and confidential space to be vulnerable and to honestly explore old challenges and new solutions. This is especially true for nonprofit and foundation leaders and heads of schools. Working with a coach you'll have a champion in your corner, and nothing you say will ever be shared.

9 How will I, or my organization, know it was worth it?

I won't begin coaching you unless and until you have clearly established your goals. Coaching is not like therapy where you look backwards and reflect on how you got to this point.

Instead you'll set specific goals and take measurable steps toward reaching them. So there won't be any question about whether or not you got value from coaching: you will and you'll know.

10 I'm still skeptical. Can you convince me that coaching is for me?

If you're not sure coaching is for you it probably isn't. You'll know that you're ready when there is something meaningful you want to make happen that will uplift every other aspect of your life. People who are ready to be coached are optimistic, forward-looking, and excited to finally create what they have been envisioning.

11 What does it cost and how long does it take?

If you are considering investing in yourself through coaching you can arrange a complimentary session with me to explore the possibilities. No strings attached.

I'll work to understand your goals, share what's possible, and recommend a coaching package that matches your needs. Benefitting from coaching means you'll commit to a period of time during which sessions are happening typically every one or two weeks. You'll have the continuity of support over a meaningful period of time for a set investment. The fee will depend on the duration of your package, typically 3-12 months.



I didn't believe that such powerful transformation for myself was possible in such a short amount of time. Jennie took the time to understand and validate what I needed to succeed. I feel more grounded, clearer on boundaries, and equipped with a roadmap that helps me plot out my future. I would highly recommend Jennie as a coach if you are willing to do the deep self-reflective work necessary, it was truly worth it.

HEAD OF SCHOOL
at a K-8 independent school

Learn More

Mission Minded is a branding firm that works with nonprofits, schools, and foundations.

We believe that a brand that sets you apart is essential to an organization's success. Every day we guide our clients to uncover the big, bold idea that will attract more people to their work. Because in today's world, a worthy mission is not enough. You've got to communicate what makes you unique at every opportunity.

Our clients successfully raise more money and attract the support they need to achieve their goals.

Schedule a complimentary session to explore coaching by emailing or calling Jennie Winton, jennie@mission-minded.com; 415-990-9360. To read more about Mission Minded coaching visit: mission-minded.com/our-services/leadership-coaching