

# The Professional Coach Is ...

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The professional coach is all of the following:

- Your partner in achieving business and personal goals
- Your champion during a turnaround
- Your trainer in communication and life skills
- Your sounding board when making choices
- Your motivation when strong actions are called for
- Your unconditional support when you take a hit
- Your mentor in personal development
- Your codesigner when creating an extraordinary project
- Your beacon during stormy times
- Your wake-up call if you don't hear your own

and most important ...

- Your partner in helping you have all of what matters most to you