



## What is Life Coaching?

A Life Coach is there to help you reach your goals, whether they are personal or professional. Along with assisting you to achieve your goals, a Life Coach can help you to manage stress, ask you questions to help with self-reflection and provide some counsel. It's important to remember that Life Coach's are not therapists and don't specialise in the treatment of significant emotional problems or serious psychological issues. A Life Coach's main role is to work with you by motivating you, inspiring confidence and suggesting a range of strategies and methods to push you towards accomplishing what you want to accomplish.

A Life Coach is not an expert in every area of life – no one is! They can coach you on an area without necessarily having direct experience in that area. For example, if you seek professional coaching and you work in the engineering industry, your Life Coach may not know anything about engineering. However, they will know the right questions to ask at the right time to help you draw on the knowledge, skills and expertise you already have in engineering, but may be struggling to act upon and apply in the most effective way. This could be due to your own limiting beliefs, lack of self-esteem or an unclear vision of what you want to do with what you know. Like a sports coach, they might not be as good as the athlete they are coaching, but they know their athletes strengths and weaknesses and can help them cultivate a plan to attack their weaknesses and enhance their strengths.

Your Life Coach acts in this role for you. Sometimes all it takes is someone to ask the right questions, listen and see your challenges from another position, then provide the way forward that works for you on your own terms – that is how Life Coaching can help you.

Does this sound good to you? Then I invite you to contact me, and let's talk about Life Coaching for you.

Regards,

Brian – *Owner/Director*  
Brian McAleer Coaching Services

[info@brianmcaleer.com](mailto:info@brianmcaleer.com)

0432 586 039

[www.brianmcaleer.com](http://www.brianmcaleer.com)