

Master Coach Profile

We've identified the 100 key skills, behaviors and conditions to become a Master Coach. A **Master Coach** is at an advanced level of the coaching profession. He or she has demonstrated a proven ability to coach a client in virtually any coach-able situation.

A Master Coach is a magical person, whose personal and professional life reflects the quality of work delivered to clientele.

This profile covers the 100 skills and conditions that qualify a coach to be a **Master Coach**.

This checklist may be used by a newly trained or intermediate-level coach to further his/her development. It is designed to be used as **you** are being coached, and in conjunction with The Coaching Distinctionary.

Instructions for this program are on the last page.

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PROGRESS CHART

Date	Points (+/-)	Score

MASTER COACH PROFILE 100-POINT CHECKLIST

#	Sections			
	A	B	C	D
25				
24				
23				
22				
21				
20				
19				
18				
17				
16				
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14				
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12				
11				
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4				
3				
2				
1				

GIVE YOURSELF CREDIT AS YOU GET POINTS FROM THE 100-POINT PROGRAM. FILL IN COLUMNS FROM THE BOTTOM UP.

A. PRACTICE & SUCCESS

- My receivables are all current (and I know who owes me what).
- All clients pay within 10 days of date due.
- I consistently send birthday, occasion, and anniversary cards.
- My practice is full with the clients who nourish and inspire me.
- I have a waiting list of clients.
- I prepare monthly profit and loss statements by the 15th of the next month.
- I am not tolerating any clients.
- I have the right equipment - telephone headset, computer, laser printer, fax machine, answering machine, separate phone line.
- I put 20% of my gross income into savings.
- I have a reputation as a powerful coach.
- Every client is moving forward well.
- I spend only 5% of my time marketing.
- I am not practicing therapy with my clients.
- I spend less than 8 hours a day working.
- My clients stay for more than 1 year.
- I receive 90% of clients via referral.
- I know/honor my "Coach-Free Zones".
- I have the highest quality letterhead/cards.
- All clients honor my very high standards.
- I maintain no unattended paperwork.
- I have signed agreements for all clients.
- I am on time for 98% of my client calls.
- Clients come to/call me; I rarely travel.
- I have a simple interesting statement that describes who I am, what I do and who I work with.
- My clients win, win and win and they thank me for it.

_____ Number of boxes checked (25 max)

B. COACHING SKILLS & COMMUNICATION

- I share powerful messages that move the client.
- I give the needed phrasing to the client to articulate what is occurring.
- I have read the entire Coaching Distinctionary.
- I get my clients back on track within 2 sessions.
- I step over nothing; I do not wait to point out what I see happening.
- I listen fully, adding nothing; I can bear 120 seconds of client silence.
- Clients get my acknowledgement of them.
- I've mastered the AIM model (Advocate, Instruct and Manage).
- I am coaching at least one coach.
- I zero in on the source of the problem.
- I fully discern a client in the first session.
- I recognize distinctions.
- I recognize/label the 10 common blocks.
- I make huge requests of my clients.
- Clients "get" exactly what I mean.
- I deliver 20% more than is expected.
- I say very few words, but they have extraordinary impact.
- I am known for "getting" people instantly.
- I always see the clients' best and speak to their strengths - my clients' weaknesses don't distract or bother me.
- I let clients go who aren't up to coaching with me.
- I will go to any length to assist the discouraged client.
- I dance (two-way) in my client conversations - I adjust immediately to where they are and to what they've just gotten.
- I pro-actively manage my client's promises and keep their vision alive.
- I share observations without hogging the space.
- I say the right thing at the right time in the right way, almost always.

_____ Number of boxes checked (25 max)

ESSENCE & EFFORTLESSNESS

- I know and share the 10 things I want for my clients.
- I separate coaching from loving & caring.
- I am free of "having" to produce a result.
- I accept acknowledgement gracefully.
- I am the most grateful person I know.
- I've helped a coach fill his/her practice.
- I let clients teach me what I do not know.
- I speak slowly, simply, clearly and use virtually no jargon or clichés.
- I stand up for, but do not care-take my clients.
- Just by being with me, clients produce miracles.
- I coach effortlessly; no suffering no trying, no struggling.
- I have a coach whom I honor and respect.
- I speak with no charge in my voice.
- I am happy, fulfilled and able.
- I score above 90 on the Clean Sweep.
- I score above 70 on the Reserve Index.
- I can be with a client who is disturbed.
- I am known for my compassion.
- I think on my feet and am able to share all that I feel "in the moment".
- I do not need to coach to be whole.
- I really enjoy my clients; no matter how well or how poorly they are doing at the moment.
- I am building a future with my clients.
- I put the Truth ahead of immediate client or practice gains. I will not excuse, rationalize or accept anything less.
- I am a limitless amount of compassion for clients, my life and myself.
- I can easily be with my Self.

_____ Number of boxes checked (25 max)

C. EXPERTISE & COMPETENCE

- I have coached at least 5 clients to the 100 score on the Clean Sweep Program.
- I have led at least three 27-Day Programs.
- I have led workshops with a cumulative total of at least 100 people.
- I have coached at least 10 clients to the 100 score on the NeedLess Program.
- I am recognized locally as a specialist.
- I put people first and results second.
- I have assisted 10 clients to completely turn around their financial problems.
- I have assisted 10 clients to re-orient their lives around their 3 Tru Values.
- My clients tell me they want to be more like me.
- I have fully integrated the personal and professional lives of 10 entrepreneurs to the point of sustainable balance.
- I have helped 10 clients make the authentic choice to be fully alive for the rest of their lives.
- I have been fired at least 5 times for attempting to hold clients to my high standards.
- I have assisted 20 clients get out of a tough spot and go on to find their true life's work.
- People have a simple, vibrant and powerful vision because of me.
- I have developed my own seminar, workshop, program or assessment tool that has been shared with over 100 people.
- People credit me with being the most empowering influence in their lives.
- I have helped 10 clients achieve a 100 score on the Advanced Recovery Program.
- I have had 10 clients reach 100 in the 100 Smiles program.
- I have coached 5 coaches to have a full practice.
- I am at 90+ on the Addictions test.
- I am at 90+ on Irresistible Attraction.
- I am "over" myself. I am cooked.
- I have passed Coach U's certification exam.
- I have 25 client recommendation letters.
- I have left a legacy for at least 1000 folks.

_____ Number of boxes checked (25 max)

INSTRUCTIONS

There are 4 steps to completing the **Master Coach™** Profile.

Step 1: Answer each question. If true, check the box marked True. Be rigorous; be a hard grader.

If the statement is sometimes or usually true please DO NOT check the box until the statement is virtually always true for you. (No "credit" until it is really true!) If the statement does not apply to you, check the True box. If the statement will never be true for you, check the box. (You get "credit" for it because it does not apply or will never happen.) And, you may change any statement to fit your situation better.

Step 2: Summarize each section. Add up the number of True boxes for each of the 4 sections and write those amounts where indicated. Then add up all four sections and write the current total in the box on the front of this form.

Step 3: Color in the Progress Chart on the front page. If you have 9 points in the Coaching Skills section, color in the bottom 9 boxes, and so on. Always start from the bottom up. The goal is to have the entire chart be filled in. In the meantime, you have a current picture of how you are doing in each of the four areas.

Step 4: Keep playing until all boxes are filled in. You can do it! This process will take between 1 and 5 years, but you can reach 100 points and be a master coach! Use your coach or a friend to assist you. And check back once a year for maintenance.

BENEFITS

On the lines below, jot down specific benefits, results and shifts which happened in your life because you accomplished an item in the Master Coach™ Profile.

Date	Benefit
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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