



ALAIN DAGBA

THE COACHING  
**TRUTH**

/// 10 POINTS TO DECIDE IF  
YOU NEED A LIFE COACH ///

A DECISION-MAKING  
**MATERIAL**

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A DECISION-MAKING MATERIAL

# STEP#1

## Who Wants A Coach?

Coaching is for someone who is looking for ANSWERS to many questions about himself/herself, life, relationships, health, and finances. What we call challenges are only questions with no answers.

Challenges are like doors that are locked. Answers are like keys to open these doors.

# STEP#2

## Who Can Coach?

A coach is someone who has a larger, broader, expanded, wider, and deeper VIEW about the human condition, the human mind, and humans' reactions from their interactions with life, people, earthly resources, as well as their survival mindset and attitude. The coach gains this qualitative VIEW from his/her personal experiences, research, readings, and intuitive wisdom.

# STEP#3

## Who Needs A Coach?

Someone who is STUCK and cannot move forward needs a coach. We are stuck and cannot move forward when we have more questions than answers—more locked doors than keys to open them. We have more questions than answers because we don't have enough time to work on widening, expanding, enlarging, and deepening our view of who we are and how life works.

# STEP#4

## Who Can Be Coached?

Someone who is WILLING to change, to follow instructions, willing to put in the work, and willing to do whatever it takes to become the master of his or her own mind, life, and circumstances. You cannot coach someone who is not willing to change. And someone who is not willing to change cannot be coached. It is a big waste of time and energy. We don't get people ready to change. Life gets them ready. We serve them.

# STEP#5

## Who Is A Good Coach?

A good coach UNDERSTANDS the human mind and how life works. That's it. All other skills rest on these two factors. All life's challenges are generated from the mind, they persist through how we think, and are solved by how we process our thoughts by shifting our views on things from a limited level of understanding to a higher level of understanding. And no one can solve life's challenges without understanding the laws of the mind and the principles by which life works.

# STEP#6

## Do We All Need A Coach?

We all have been coached in life one way or another. Anyone who offers you a guidance is somehow playing the role of a coach in your life. A book you read is a form of coaching. Anything or anyone that changes your way of VIEWING yourself, life, people, health, and finances is coaching you. So, the question is not if we all need a coach or not. Life demands it. We are here to share knowledge and wisdom to help each other navigate through life's challenges.

# STEP#7

## Can Coaching Guarantee Results?

You can only keep the fruits of the tree you have planted. If the coach does 70% of the work and you do only 30%, you will never have the results you want.

Because you will always need the coach. But, if the coach did 30% of the work and guided you to do the remaining 70%, you will get results for sure. Because you will become a master of your own mind and life's challenges—a great leader.

# STEP#8

## Should Coaching Be Expensive?

PERSPECTIVE is the most expensive thing in life. With the wrong perspective on foods people can make themselves sick. With the wrong perspective on relationships people will break up and suffer the pain of divorce and betrayal. With the wrong perspective people can create financial issues. The question should not be if coaching should be expensive or not. The question should be how much the things you will lose cost you without coaching.

# STEP#9

## How Much To Pay For Coaching?

Money comes and goes. But when you are helped to gain back into your life what money cannot buy, will the amount of money matter? A great coach does not charge for time. A great coach does not charge for skill either. The time and the skill are complementary—but not as you may commonly understand “complementary”. A great coach charges for ENERGY. Coaching takes a lot of mental energy, emotional energy, physical energy, spiritual energy, and psychic energy. And that’s priceless.

# STEP#10

## How To Choose A Coach?

First, a good coach should be expensive. You get what you pay for. Second, a good coach should help you become independent of him or her by helping you do 70% of the work while he or she does only 30%. Lastly, a good coach will challenge you and will be ready to refuse you service when he or she does not feel like you are coachable. This is a coach you need in your life. Great coaches don't beg you to work with them. They know their value. They are very confident about themselves.

# ARE YOU LOOKING FOR A LIFE COACH

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ALAIN & DANIELLE

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