



Association for Coaching Excellence  
[www.acecoachdirectory.com](http://www.acecoachdirectory.com)

Julia Stewart  
Donna Steinhorn  
Heidi Costas

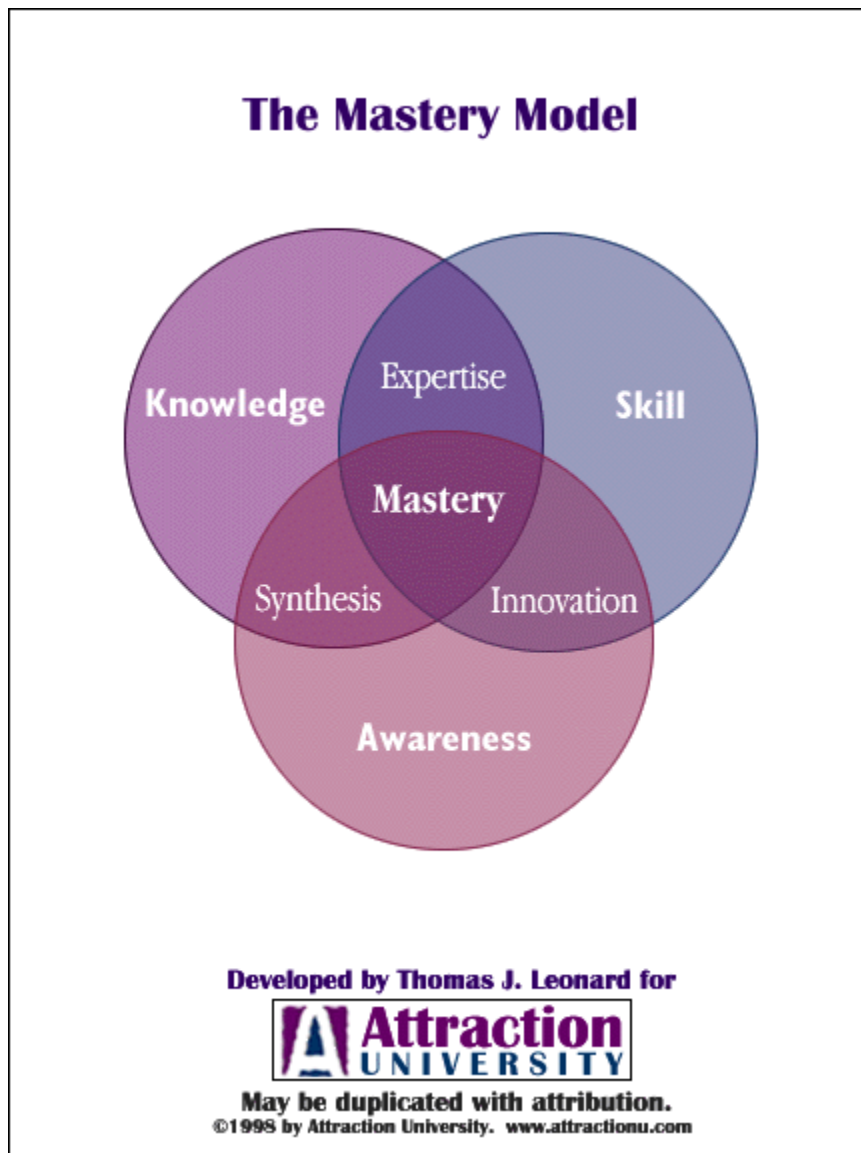
# What is Coaching Excellence? The Living eBook Project

Contributions in this eBook are written by our friends and colleagues, a number of top coaches in today's industry on what coaching excellence means today and where the trends are taking us in the future.



*"Mastery is when you're at the edge of inventing the next generation of your craft. "*

Thomas J. Leonard, (1955-2003)  
[www.thomasleonard.com](http://www.thomasleonard.com)



# Table of Contents

Dedication .....	3
Introduction .....	5
Deborah Brown-Volkman .....	6
Michael A. Barr .....	8
Julia Stewart .....	9
Kerul Kassel .....	11
Steve Mitten .....	12
Craig Jennings .....	13
Lea Belair .....	14
David Wood .....	16
Barbara Mark, Ph.D. ....	18
Donna Steinhorn .....	20
Michael Bungay Stanier .....	22
Heidi Costas .....	23
Please, let us know how we can serve! .....	25

# Introduction

What is coaching excellence and where is it headed? This is a questions all coaches need to ask now and then. We at ACE, the Association for Coaching Excellence, having been asking it a lot lately. We're on a mission to promote coaching excellence - and to promote excellent coaches! We believe the bar on coaching excellence is constantly rising, that it's continuously changing and that's a good thing for coaches and a great thing for coaching clients!

However, we don't pretend to have the last word on excellence. We think it's more important to be asking the question.

So we asked!

In this ebook, a baker's dozen of the world's best coaches answer. Each writes their own ideas about what coaching excellence means. Some write on coaching skills, some on personal development, some on language, others on marketing.

This is a "living project", meaning we will be adding more coaches and more ideas. After all, coaching excellence is always changing, isn't it? We recommend spending some time with the ideas in this ebook. Read one article each day, perhaps, and write the ideas that spring into your head. Develop your own thoughts on coaching excellence.

The [What Is Coaching Excellence?](#) ebook is part of the *Excellence Manifesto Project* (EMP). We invite you to post your ideas about coaching excellence at the EMP blog whenever you feel inspired. This is a work in progress; an adventure that is unfolding. Come join us!

<http://aceemp.blogspot.com/>

PS: Please do forward this ebook to your friends and colleagues. It's free to everyone who wants to read it!

Donna Steinhorn, Julia Stewart, Heidi Costas  
Co-founders, Association for Coaching Excellence

<http://www.acecoachdirectory.com>

Come join us in New York City! "Couture or Bargain Basement? Making the Case for Coaching Excellence", October 15, 2005, Marble Collegiate Church, 5<sup>th</sup> Avenue and 29<sup>th</sup> Street, Manhattan. Eleven top coaches, many of whom contributed to this ebook, will talk about how excellence is the most elegant path to success. Can't make it? Event recording (MP3) is also available. More information here:

<http://www.acecoachdirectory.com>



## Deborah Brown-Volkman

is the author [Four Steps To Building A Profitable Coaching Practice: A Complete Marketing Resource Book For Coaches](#), [Coach Yourself To A New Career: A Guide For Discovering Your Ultimate Profession](#), and President of *Surpass Your Dreams™, Inc.*, a successful career and mentor coaching company that has been delivering a message of motivation, success, and personal fulfillment since 1998. Deborah specializes in three areas: 1) Career coaching for Senior Executives, Vice Presidents, and

Managers who are out of work, overworked, or are looking for a different type of work (a new job). 2) Start-up, marketing, and practice building for those who want to make coaching their next career. 3) Marketing and public relations consulting and coaching for those who want recognition and fame in their career. Deborah can be reached at <http://www.surpassyourdreams.com> [info@surpassyourdreams.com](mailto:info@surpassyourdreams.com) or 631-874-2877.

## What Does Coaching Excellence Mean To Me?

Excellence is not a destination; it's something you strive for every day. Every morning you wake up and commit to being the best coach you can be. With this focus and drive in mind, excellence appears.

There Are Five Steps For Achieving Excellence As A Coach.

### 1. Believe In Yourself

Belief that you will be a successful and profitable coach is key. If you do not believe it, who will? It does not matter what other coaches are doing, or what other people say about your coaching practice. What do you want and why will you succeed? Begin by writing down what you want your coaching practice to look like. Include what will happen when. Look at this piece of paper everyday. Believe that you can and it will happen.

### 2. Educate Yourself

Your skills and confidence magnify when you have been trained. Just because you can hang out a shingle saying you are a coach without training, doesn't mean that you should. Training is important. It teaches you how to handle your practice and your clients well. Without training, a necessary foundation is missing. When you know what you are doing, your clients get that, and they trust you. Trust leads to more of everything.

### 3. Work On Yourself

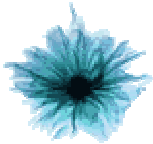
You are the center of your coaching practice. If you are not in the best place mentally and physically that you can be, your coaching practice will suffer. Eat well, exercise, and rest. Read motivational articles and hang out with positive people. All things you would tell your clients. When you feel good, excellence comes easily.

### 4. Be Yourself

The best part of being a coach is the opportunity to be “you” with your clients. This is when the Law of Attraction kicks in. You are “you,” and clients come to you because they like who you are, and they want what you have. I know when I am not being myself with clients, the coaching is not as good. When I am being “me,” that’s when great coaching takes place.

### 5. Market Yourself

Be bold and put yourself in front of people who can hire you. And, you do not have to do this alone. Partner with other coaches and advertise in coach directories. Grow your practice with the help of other coaches who can help you along the way.



## Michael A. Barr, Founder and CEO BARR ASSOCIATES

Mike is a 28-year veteran Executive Coach, who worked on over 20 IPO executive road shows for several investment banks. He has extensive experience aligning high-level executive development with company Strategy. Over 18 years of experience with pharmaceutical firms, working closely with senior management on climate analysis, internal and external communication projects, executive coaching, program development, leadership assessment and development.

His Executive Coaching clients include: Johnson & Johnson: Janssen, Ortho Diagnostics, Biotech, Hospital Services, Pharmaceuticals R&D, Corporate Quality, Global IM Leadership 21, Knowledge Management, Centocor, Alza. Ciba Geigy/Sandoz (Novartis), Bristol-Myers Squibb, Schering AG (Berlex), Healthcare Ventures (Princeton), Human Genome Sciences, Verizon, Merrill Lynch, IBM, RJR Nabisco, GE Capital, Bankers Trust (Deutsche Bank), Salomon Brothers (Citigroup), Wm. M. Mercer, EF,McDonalds, Hoffmann LaRoche, The Conference Board, Neurochem, Human Genome Sciences, VNU.

Mike has an MA in Literature from Harvard University and is fluent in French and Spanish. His teaching experience includes: The New School, Management Program, NYC; The Conference Board, Senior Economists, NYC; Polytechnic University, Management Graduate Program; and New York University, Tisch Graduate Program, NYC.

Having lived in both Europe and Latin America, Mike currently resides in Manalapan, NJ, and can be reached at [mibarr@att.net](mailto:mibarr@att.net)

I'd say coaching excellence is achieved when clients' eyes seem to shine with the pleasure of "getting" something that you've said, something they know instinctively will work for them.

Mark Twain once said that the difference between the right word and the almost right word is like the difference between lightning and the lightning bug. I love it when a word creates lightning and leads to action.

My work centers around enhancing leaders' presentations. I am amazed by how just a few key words carry the entire speech. These words galvanize the audience to action. When our clients' work with us to identify these words they also begin to appreciate the power inherent in thinking carefully about what their diverse constituencies need and want.

Lincoln's "Four-score and seven years ago" ennobled the Gettysburg Address and its purpose by elevating its tone to a biblical level. Churchill knew of Britain's precarious position in the early days of WWII. His words: Blood, Sweat, and Tears ennobled the sacrifice and effort of his fellow citizens - and of all the Allies.

Coaching excellence, for me, is the moment when the client's words align credibly and powerfully with her constituencies values and needs.

-- Michael A. Barr, [mibarr@att.net](mailto:mibarr@att.net)



## Julia Stewart

is Co-Founder of ACE and owns Your Life Part 2 Coaching and Training at [www.yourlifepart2.com](http://www.yourlifepart2.com). She is well-known in the coaching field as the first Lead Certifier for Coachville, the Visionary Coach for the Fully Alive Makeover Program, and the Pioneer Coach for the Coachville Coaching System. Julia is a graduate of Coach U and holds multiple coaching certifications including IAC Certified Coach, Coachville Certified Coach, Certified Teleclass Leader and Certified Mentor Coach.

In her busy international coaching practice, Julia has mentored hundreds of coaches and is the originator of the highly regarded Experienced Coach Program where coaches build successful practices by committing to coaching 100 clients, [www.experiencedcoach.com](http://www.experiencedcoach.com), and partners with Barbra Sundquist on [www.sparklingfresh.com](http://www.sparklingfresh.com), an audio product that features recordings of masterful coaching with voice-overs describing why the coaching works so well.

Early in her career, Julia was a professional dancer and choreographer (she has two degrees in dance, a B.A. from Washington University and an M.F.A. from Sarah Lawrence College) and also ran a successful personal training business. Julia Stewart

## What Does Coaching Excellence Mean to You?

ACE is ramping up with some cool developments for October. We plan our site launch and first live event in NYC next month. We're making the case for coaching excellence. For me,

Excellence = Success.

Maybe it's not quite that simple, but when you take all the skills a successful coach has, from coaching skills to marketing skills, you find that the more excellent the skills, the more success the coach is likely to enjoy.

Yes, I know, even a mediocre coach with great marketing skills can be successful. But an excellent coach with great marketing skills will trump the mediocre coach in the long haul.

Too many coaches mistake *getting clients* with coaching success. That's only half the equation. *Keeping clients* is what gives us sustainable success. When a good percentage of your clients stay for years, rather than months, the time and money you need to spend on marketing is hugely reduced. And if you've got a reputation as an excellent coach, referrals will come effortlessly.

Getting Clients + Keeping Clients = Sustainable Success

Effortless Referrals + Keeping Clients = Less Marketing

See how excellence is the key to having sustainable success AND the freedom to live the great life that coaches love to talk about (even though

they're really working seven days a week at marketing)? Without excellence, you're stuck on that marketing merry-go-round of having to sell, Sell, SELL.

Phew! Wears me out to think about it!

That's why ACE is the Association *for* Coaching Excellence and our first initiative is to bring great coaches together with great clients. It's good for the coaches; it's good for the clients, it's good for the whole coaching industry, and it's good for the world.

Coaching excellence lives at the leading edge; the developing edge that's constantly transcending and including what has gone before, while creating what's needed now. Coaches who possess excellence are willing to move out of their comfort zones regularly in order to evolve ahead of the masses. It's our job to lead.

That's why I'm asking what coaching excellence means to you. We're constantly creating it, so no one ever completely knows what it is. We need to keep asking.

When you think about it, every bit of information that exists in the world begins with a question. (Just ask quantum physicists.) That's why coaching is so vital to human evolution. By asking questions, we help create the information needed to develop the best in human kind. In other words, we help make it possible for the whole world to thrive. That's success.

If you'd like to get in on the first initiatives of the Association for Coaching Excellence, including defining what coaching excellence means now, sign up at [www.acecoachdirectory.com](http://www.acecoachdirectory.com)

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## Kerul Kassel      New Leaf Systems

Procrastinating again? Let me know - because I can help!  
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### Coaches who want to pursue coaching excellence may want to:

- Become aware of and release resistance to the notion that the industry of coaching is about to become more academic in nature and more rigorous as a discipline. "If coaching is not going to be a fad," says Diane Stober, renowned coaching researcher, "we have to grow up to making it more rigorous."
- Engage in experimentation with your own informal research, such systematically recording the gist of coaching conversations through notes, focus forms, and client evaluations of progress, and reviewing the results, or establishing goals and benchmarks and evaluating them at various intervals, for example.
- Ask yourself what coaching techniques you use and how you use them. More importantly, explore why they work. What is it specifically about the technique that makes it effective?
- Stay up-to-date on developments in the coaching industry through joining associations such as the ICF and the IAC, attending conferences and local meetings, reading industry periodicals, and interacting with coaches with training other than your own. Keep looking for new coach training methodologies and become trained in them.
- Read books in related disciplines including psychology, adult learning theory, philosophy, organizational development, and change management, as well as those in personal development to grow your own knowledge base. These will not only make you more generally informed, but you'll also be more confident and articulate about the service you provide.
- Be coached regularly, from coaches utilizing varying methodologies, to broaden your perspectives and enhance your mastery.
- Additionally, instead of simply buddying with equally experienced coaches, seek out coaches who far surpass you, both developmentally and in expertise. If you want your clients to grow and stretch themselves, you've got to be willing to be a model of it.





## Steve Mitten B. ApSc, P. Eng, CPCC, MCC

Master Certified Life Coach  
Business Development Specialist  
[www.acoach4u.com](http://www.acoach4u.com)  
877.212.1922 (toll free)

I believe professional coaching is the most powerful agent of positive change that the world has seen in a long time. Coaches are called to do this work. Most coaches feel a need to make an impact with their clients and their world.

A coach's ability to have a powerful impact with their clients is directly proportional to two main factors; the coach's own level of development on a wide spectrum of cognitive, emotional and spiritual competencies, and their mastery of the coaching skill set itself.

Any coach that comes to me seeking advice as to how to succeed as a coach gets the same direction. Grow yourself, and master your coaching skills.





## Craig Jennings

Craig Jennings calls himself a “small-business Sherpa” and invites clients to “Find a mountain, we’ll climb it together!” He’s worked as a small-business coach for 5 years, has run the Coachville NYC Chapter for 4, and was recently named Coachville’s City Director for NYC.

Craig teaches a monthly course on Planning and Starting a Small Business at the Learning Annex. He describes himself as an “entrepreneurial junkie,” having started 7 businesses in his long career.

[craig@craigjennings.com](mailto:craig@craigjennings.com) | [www.craigjennings.com](http://www.craigjennings.com) | [www.nycmcc.com](http://www.nycmcc.com) | [www.cowbaybusinessnetwork.com](http://www.cowbaybusinessnetwork.com) | 516 944-6454

## In Pursuit of Coaching Excellence!

Coaches have been defining this for many years in many ways. However, coaching is best defined by the people who experience it most intensely while they know the least about it – the clients. Most coaches who are willing to be measured to their clients’ standards publish their testimonials.

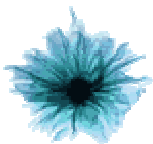
First, I would look for evidence that the coach was helping his clients deal with both urgent and important issues. Excellence = managing the strategies and tactics of existence, whether business, relationship or life itself.

And I would look through those testimonials for evidence that the client could see unanticipated and positive changes in his/her life. Excellence = changing the client’s environment for the better.

I’d test for durability and persistence – how long the client had retained the coach. Excellence = providing long-term durable value.

Clients contract for results. They usually don’t ask for life-changing events, or greatness, but it’s up to a coach to provoke it, and clients recognize it when they find it, trip over it, or, surprise! discover their own greatness. Excellence = provoking greatness.

Summary: Excellence is defined not by coaches, but by coaching clients who report strategic and tactical successes, a new and more powerful environment, durable and long-term gains, and a growing sense of their own greatness.



*What does Coaching Excellence mean to you now and where is it taking us in the future?*



**Lea Belair** – PCC/Agent of the Future, has been helping individuals, groups, businesses and organizations to realize their full potential since 1995. She is a Visionary for CoachVille’s Mastering Change Community and the author of Walk on Water: How to Make Change Easier (Change Agent Press 2005)  
[www.walkonwaterthebook.com](http://www.walkonwaterthebook.com)  
[www.leapcoaching.com](http://www.leapcoaching.com)

## **Coaching Excellence is the ability help us master change**

*The coaching relationship is the vehicle*

Coaching excellence is the ability to help an individual, group, or organization to master change. People hire coaches because they want a change or are in the midst of a change. What makes coaching a distinct profession, different from the usual vendor/customer relationship, is that the coach and the client together agree to enter into a sacred relationship. Coaching excellence is what happens in the container of that relationship – an open and spontaneous exchange of ideas in an atmosphere of trust.

*Elements of masterful coaching*

In the alchemy of coaching excellence certain elements must be present. These elements combine in the crucibles of clarity, transformation, and results to align the client with their desire.

For clarity we need the elements of curiosity, provocative conversation, and focus.

For transformation we need trust and intimacy, awareness, and presence.

For results we need the perspective of the whole and knowledge of how to work within the whole to use our resources to their best advantage.

Masterful coaching is a path to the next step in our evolution – personally, as a society, and as a planet.

*Coaching skills*

As the speed of change quickens and complexity increases, the skills we attribute to coaching excellence will be required skills for anyone who wants to succeed. In the past, left brain skills such as analysis and the sequential processing of information were paramount. With the advent of computers and globalization, these skills can now be farmed out cheaply and efficiently. Those who succeed in the future will be utilizing the right brain skills of empathy, collaboration, creativity, and intuition – the skills of coaching excellence.

*Coaching excellence in action*

When we get to the source of our thoughts, feelings, and experience we realize the basis underlying change is the unchanging. The unchanging ground of experience is the still point or center point around which events revolve. The unchanging is our

point of power – that point where we make the choice to take a new action.  
Coaching at its best is the vehicle that empowers us to unfold our true potential: not as human beings reaching for the divine, but as divine beings in human form... and what results from that is our collective future in coaching.





## David Wood

Excellence in coaching comes down to excellence in the coach.

I could rave to you about how to 'do' great coaching, but I won't.

It's excellence in our own lives that counts.

Who are you?

Who are you as a person - that someone would want to work with you?

That they would want a 'piece' of your energy? That someone would say, "That's the type of person I would like to become." "I want a life like that."

Are you:

- ❑ Loving your life? Can you find gratitude, are attractive to be around, and things keep getting better?
- ❑ Responsible for your life? Instead of complaining about what happened, you say, "What did I do to create this, and why?" You forgo excuses and blame.
- ❑ Feeling all your feelings honestly? Without letting them rule you, or on the other hand suppressing them?
- ❑ Going for everything you want? Or at least being honest where you're not?
- ❑ Risking in your life? Saying the things you're scared to say, even at risk of losing a relationship? Doing the things you fear? Thinking bigger? Letting go of your safe nest for what is next?
- ❑ Taking care of yourself? Are you giving **you** what you need? Do you exercise and eat well? Do you rest when you need to?
- ❑ Keeping your own standards of integrity? Paying ALL the tax you know you should? Do you pay for software and CD music? Are you on time? Do you let go of the clients you know you're not helping? But don't stick to my standards; stick to yours!

Excellence in coaching comes down to excellence in the coach.

A coach's life doesn't have to be perfect. Boy – you should see some of the stuff that happens in my life! But what's your attitude around it? Is it: 'What a powerful ride! What's next?' Or 'Why does this always happen to me?'

Do you learn from your experiences? It's the growing and expanding that leads to understanding for ourselves and for those we coach. I just had a session today where my courage in coming through a difficult time was fuel and inspiration for my client. It wasn't so much my 'technique' in coaching her; it was her being able to see someone who had been there and faced the tough decisions and come through it with a smile (eventually!). It's wonderful how our clients call us to live greater lives than we might on our own.

Even in our imperfect lives, are you excited about your life? Do you wake up feeling that something wonderful will happen today? This passion brings enthusiasm to your clients as well. You can create light, when you are lit up yourself.

Excellence in coaching comes down to excellence in the coach.

If you pursue excellence in your own life, you will expect it for your clients.

If you're willing to pick up the phone and call someone you're terrified to talk to, you'll then be a stand for your client to do the same. When you are honest in all your relationships, you'll expect your client to tell the truth. If you're looking after yourself, you'll be firmer with a client who is letting their body go.

When you are out of integrity or living way below your vision of yourself, your self-assurance drops. Conversely, living a life of excellence will give you confidence as a coach, and potential clients will feel it. Every time you make choices that bring you closer to who you want to be, you gain confidence. And confident coaches will ask more of their clients.

Work on yourself as much as you work on your business. Don't just take business classes or coaching teleseminars, take personal growth seminars, read as much as you can, listen to motivational tapes, grow in your relationships, challenge yourself. Know yourself and know your issues, so you continue to grow. Track down Paul Lowe, David Deida, the Human Awareness Institute, Landmark Education, Byron Katie, Tony Robbins – find your 'gurus' and learn from them.

Excellence in coaching comes down to excellence in the coach.

If as coaches we pursue excellence in our own lives, we will expect it from our clients. And people will see and feel excellence in the profession!

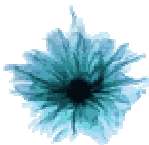
**ACTION:** Ready to pursue excellence in your own life? To start creating excellence today, get this free download for readers: '50 Power Questions to Take Control of Your Life'

<http://www.SolutionBox.com/free1.htm>

Cheers!

David Wood, PCC  
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**Barbara Mark, Ph.D.**

www.BarbaraMark.com  
415-431-9055

## **Coaching Excellence**

Coaching excellence starts with personal excellence. It assumes that you know yourself well and that you are committed to an ongoing understanding of yourself and how you "be" in the world. It assumes that you understand your own limitations, your habits and your growing edges and that you seek to stretch yourself on a regular basis.

Coaching excellence assumes impeccability in your relationship with others personally and professionally. In order to be an excellent coach one must subscribe to a level of integrity that is consistent and consistently high. Coaching assumes that you have a respect for yourself and for your fellow human. I believe that coaching is a very intimate experience. As coaches we are inviting our clients to engage in a relationship that is built on trust and commitment. Coaching, excellent coaching will not happen if we do not create an environment in which the coach and the client are open and fully committed to the process.

Excellent coaching must also be built on a foundation of understanding of human nature; an understanding of how people "work, how humans function, how humans grow and change and how humans resist growth and change. It must be built on an understanding of the nature of human longing and how we limit ourselves in spite of our longings. And in order to coach people past their limitations we must believe in possibility, in the strength and resilience of the human spirit and the expansiveness the human mind and consciousness.

Coaching excellence assumes that you know how to coach and how coaching is different from any other conversation you might have with an individual or more than one individual. There must be a clear intention "to coach" that is different from other intensions such as to heal, repair, or simply connect with another or others. Coaching is a particular transformational experience that, while it may be practiced in different ways depending on one's school of thought, can be identified as coaching. The coach in her/his commitment to integrity and impeccability will be sure that she/he understands the nature of coaching.

Coaching excellence also assumes that as a coach you know how to run your business. In order to be of service to your clients you need to be clear on what services you offer, to whom and how you are going to deliver them to the population you intend to serve. It assumes that you will sustain your business in a way that allows you to be fully present with your clients.

Barbara Mark, Ph.D.  
www.BarbaraMark.com  
415-431-9055





## Donna Steinhorn

is Founder of [Coaching to Success](#), co-founder of ACE and former Executive Vice President for CoachVille and Director of the Schools of CoachVille. She has coached Coaches, Published Authors, Executives and Entrepreneurs, and has over 30 years of corporate and business experience. With her multiple roles, she's learned how crucial it is to embrace change and create inspiring, sustainable environments for success. Her humor coupled with her love of innovation and practical approach to life and business has earned her the "title" of Bottom Line Visionary.

She's currently involved in several additional projects including

- Brazen Babes, a program for high-achieving women who want to be authentic and brave in their businesses and lives
- The Coaching Greenhouse, a place for businesses and coaches to grow.
- An Coaches Retreat -- A Conversation Among Masters" bringing Coaches into conversation with True Masters of other professions and realms, in the hope that they can glean new insight into their own True Mastery -- creating a new level of Master Coaches.
- And more, which can be seen at <http://www.coachingtosuccess.com/projects.html>

Donna is an engaging speaker whose no-nonsense style and profound front-of-the-room coaching

*The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.*  
**Vincent Lombardi**

To be outstanding...to achieve excellence as coaches requires not only our being our very best as humans and as coaches...but also challenges us to inspire and evoke excellence in others.

### **Excellence requires Passion**

Napoleon Hill called in obsession. Passion is what connects our hearts with our minds, inspires us and compels us to take action. It moves us to want to be more, do more, embark on a quest to excel at what we do and who we are. Without passion, it is impossible to achieve excellence.

### **Excellence requires Commitment**

While passion is what inspires you, commitment is what keeps you going and motivates you to take the actions that will propel you towards excellence. Commitment is what enables us to persist in our quest to improving our skills

and our lives, refusing to settle for merely being good. You must be committed to excellence in all that you do and who you are.

### **Excellence requires that you continue to Grow and Learn**

Excellence is not static. What is considered excellent now, will become status quo in a few years. Therefore excellence requires that we continue to grow and learn as individuals and coaches. It means more than learning new coaching theories or skills, but also branching out and learning about the human brain, new human evolution theories, new technologies. Which brings me to my next point....

### **You can't achieve excellence in isolation**

I'm always astonished when I meet coaches who tell me they have never really talked with other coaches, and don't know what is happening in the coaching profession. They claim that they do their thing, and they do it well, so there's no reason to network with other coaches, and those in allied industries. To me, that's tantamount to becoming a doctor, and not keeping up with what's happening in medicine.

### **Excellence requires integrity**

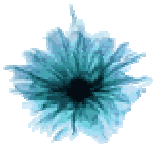
Excellence requires integrity to yourself and others. It's being true to your values and vision, and dealing openly and honestly with others in your life. Excellence cannot be faked!

### **Excellence requires going beyond what is merely expected**

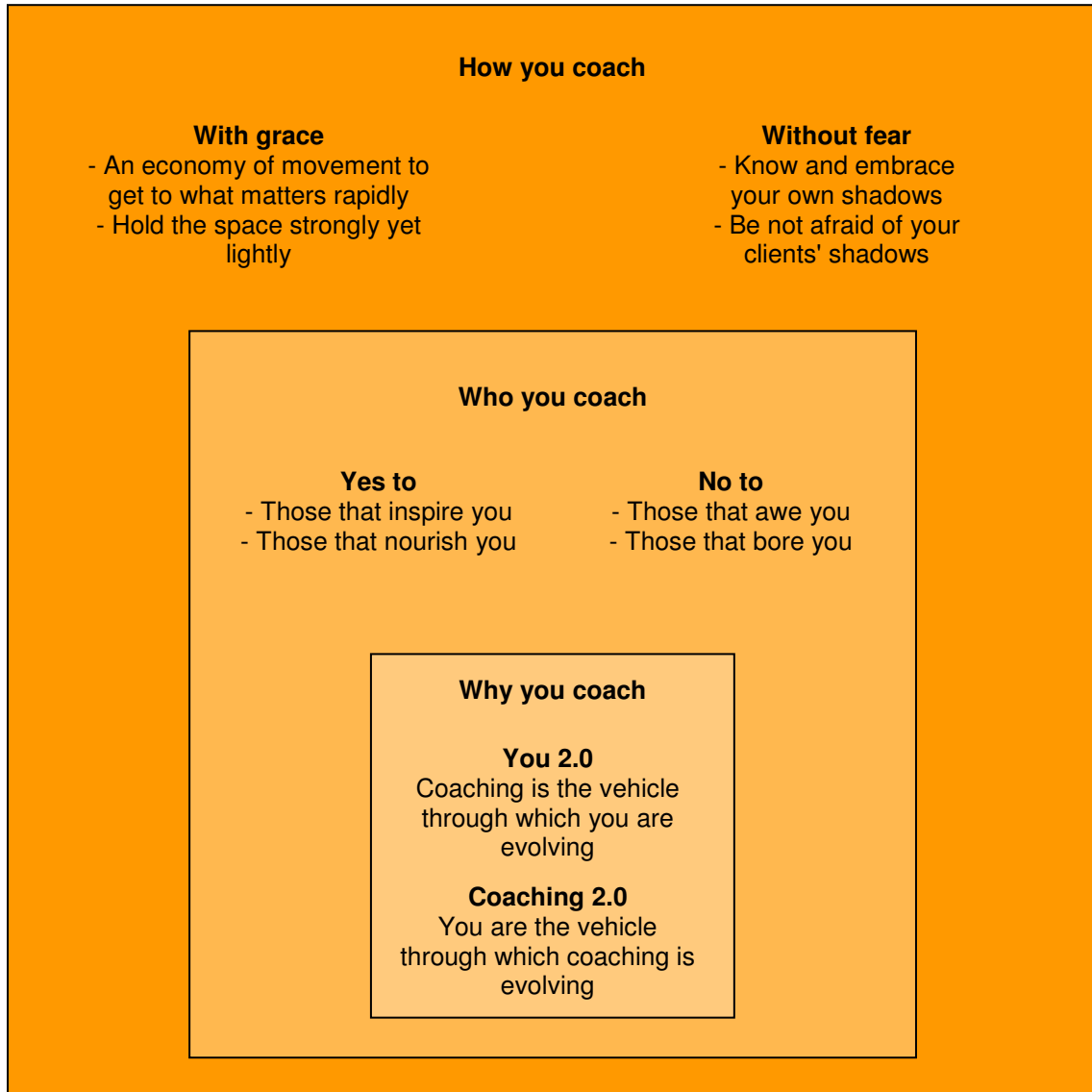
It's not enough to be good enough. It's not enough to deliver good enough. True excellence requires that we over deliver on our promises to ourselves and others.

### **Excellence means Always Striving for More...Always Striving to be Better**

It means setting the bar a little bit higher (or a lot higher) in how you provide value to your clients and how you show up in the world. It means caring more, risking more, dreaming bigger dreams. It means expecting more of yourself and others, while also being appreciative for how things are right now.

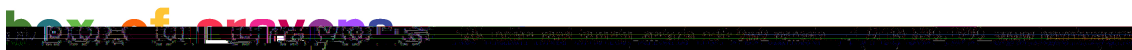


## Coaching Excellence



### Michael Bungay Stanier

is author of the best selling coaching tool, **Get Unstuck & Get Going ...on the stuff that matters** available at [www.getunstuckandgetgoing.com](http://www.getunstuckandgetgoing.com). A certified coach and Rhodes Scholar, he works with coaches, trainers, teams and organizations to help them get unstuck and get going on the stuff that matters. Sign up for Michael's free **Outside the Lines** ezine at [www.BoxOfCrayons.biz](http://www.BoxOfCrayons.biz)





## Heidi Costas

is co-founder of ACE and owns [www.heidicostas.com](http://www.heidicostas.com), an eclectic professional coaching company, [www.workbookmaster.com](http://www.workbookmaster.com), [www.sharingcustodywithajerk.com](http://www.sharingcustodywithajerk.com), [www.livingwithgenius.com](http://www.livingwithgenius.com) and [www.sagestonepublishing.com](http://www.sagestonepublishing.com).

Heidi is an early adopter of captivating ideas and is enthusiastic about bringing coaching to the world. She has been instrumental as a founding member, catalyst, instructor and collaborator at CoachVille.com from the very start. Heidi is an avid learner and loves to create coaching programs which allow her to fuse esoteric knowledge with immediately practical implementation and integration. Her unusual life experience has allowed her to meld European thought and culture with the thrills of carving out her American Dream. She speaks several languages and loves the arts, music, science, philosophy and mind bending conversations. Her professional motto is: **Love the people and get stuff done!**

Heidi's current emphasis is on helping coaches, trainers, thought leaders and other professionals leverage their knowledge and experience to create workbooks with a coaching approach. She's well known in the coaching world as 'Workbook Goddess' for her successful "How to Create a Workbook on Virtually Anything" Program which she's been teaching to hundreds of participants during the past year.

Heidi holds a degree in Linguistics and Semantics from the University of Timisoara, Romania. She has taught languages and language acquisition theory in Romania, before emigrating to the United States in 1987. Heidi is a graduate of CoachU, The Schools of Coachville and is currently preparing for her Certification as Human Design Analyst. She has been successfully self-employed for the last 20 years and is living as a happy single mom with her teenage son in Glendale, Arizona.

## What does Coaching Excellence mean to you now and where is it taking us in the future?

Excellence, like many other words, is somewhat challenging to define. It means so many things to so many people, and that is a great thing! The Universe thrives on variety, and so can we!

The benefit of continuously asking and articulating snap-shots of what excellence may mean to us far outweighs the slight discomfort that we feel when we try to pinpoint it with precision. What is important to know here is that we all have the capability to recognize excellence when it occurs! The joy of searching for and experiencing excellence, will, in itself, generate more opportunity for excellence to occur! And, that's another terrific thing!

Depending on my vantage point, I can fathom excellence as a tool, value, framework, way of life, a state of consciousness worth acknowledging,

striving for and centering your life and work around. When all else fails (or, not), excellence is worth embracing because it will guide us to do things so outrageous and inspiring that we cannot even imagine them yet. Why? Because excellence comes from the deepest essence of who we all are; it comes from the deepest essence of what makes things work in this world.

A friend of mine would often quote: “God does not create junk”. I agree, excellence is everywhere! True, sometimes it takes a trained eye to see it!

He would also expand on the subject and get carried away about how we become what we hold in our awareness. It then makes sense that the more we hold its ever-changing meaning and use it as a platform from which we engage with the world, the closer we get to living it.

We, as coaches, along with so many others, have the unique opportunity to co-create life and work experiences that light us up from the inside. In the process, the trust, courage and dignity with which we put ourselves forth in this world become contagious. We can learn excellence from each other and shine it onto others!

This is where I see the focusing power of a notion like Excellence is taking us! And, I’m so glad I’ll be joining you on the journey to ... wherever it gracefully takes us!

Heidi Costas

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

[heidi@heidicostas.com](mailto:heidi@heidicostas.com)



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Thank you!

Donna Steinhorn, Julia Stewart, Heidi Costas  
Co-founders, Association for Coaching Excellence

<http://www.acecoachdirectory.com>

