



READ MATTHEWS

TRAINING IN MANAGEMENT & COMMUNICATION SKILLS

In Form

Our newsletter, **In Form**, keeps you up-to-date with our training services and new initiatives.

In Form no. 31

To coach or not to coach

Ángeles Delgado Azqueta

One morning you look at your reflection in the mirror and get a feeling of positive energy running up and down your spine that puts a big smile on your face and makes you say: 'Yes, this is how I want to live'.

How did you reach this state? Some people manage to get there on their own, while others - sadly - never manage it. Still others recover their core energy thanks to fellow travellers on the road of life. Let's call these travellers coaches - some of whom are trained professionals, while others simply have an untrained but natural talent for it.



So how does this change of state come about? You identify your potential, you are able to act with confidence, you review the past to create your future, you take the time to think about what you do right and what you do wrong, you see people's behaviour from a different perspective, you listen to yourself and you make a commitment to what is truly important in your personal and professional life.

Coaching offers so much - and with such positive results - that it has become a real discovery for organisations and companies.

Few people are able to imagine all the things that play a role in a conversation with a coach: opinions, beliefs, values, skills, actions, words, emotions, body language. You learn to clear away what is holding you back, and to take advantage of all those things that help you be the best you can be.

Shakespeare had it right when he said, "We know what we are, but not what we may be." Clearly

READ MATTHEWS Lope de Vega 36, 28014 Madrid, Spain

e-mail: rm@readmatthews.com - **Voice:** (+34) 914 292 115 - **Fax:** (+34) 913 691 965

© Read Matthews · Last updated on Wednesday, April 1st, 2009 @ 12:00am CEST

this is not an opportunity that organisations and companies can afford to miss. And in these current times of change, coaching is more necessary than ever before.

How can Coaching help your organisation?

We've designed an Executive Coaching training programme that will answer this and many other questions. Apart from obtaining practical answers to your questions, you'll get the chance to experience the individual coaching process for yourself.

For more information, please consult the programme for our new Open Course: *Coaching de Cerca: el espacio para el desarrollo personal y organizacional* (April 20 and June 15).

Places are limited for this unique opportunity to experience coaching first-hand, so sign up soon!