

How to Find Clients

Background: Coaching is built on an important mantra of ‘coach and be coached’! Once you complete your basic skills training, we heartily encourage you to seek others to coach, and to find a coach/mentor to work with. As you take these steps, it is important to be reminded that our vision for engaging coaching in the ELCA is to build a culture where coaching is engaged to develop faith leaders and deepen the good work of ministry. As a point of distinction, it is equally important to remember that we are not cultivating small business entrepreneurs. ELCA Level 1 Basic Coach Training will equip you with a skillset that will enable you to thrive in this culture as you understand its beliefs, behaviors, values, and language.

This training is not intended to provide you with clients, though Synod Coaching Coordinators and DEMs work hard to create situations into which you may be invited to coach. The ELCA and Synodical Coaching data base is not intended to be a marketing tool for your private coaching practice, though clients may come to you via that database.

A recurring question following the ELCA Level 1 Coach Training is: **How do I find clients?** The following is an attempt to provide you with ideas you might find helpful in your search.

Getting started

- A truism: Clients don’t find coaches! Coaches find clients! => You have to take the initiative!
- **Key component:** Understand the world around you and especially the world of your clients.
 - What are the people you will coach wrestling with? Time management, self-care, conflict, staff, Sabbaticals, leadership style, discipleship, transition, grief, other?
 - What kind of pain are they experiencing: conflict, stress, mourning, illness, resistance, over scheduling, or are they simply stuck and can’t find a way forward?
 - What can you offer, that will add value, to the person you coach? Can you describe it for them?
- You need to know **WHO** you are as a coach and what you have to offer. A coach is defined by **WHY!**
 - Why do you coach?
 - What skills/gifts do you bring to the table for coaching? What’s your niche in coaching?
 - What’s your level of experience and competency?
 - What can you deliver to your client?
- What’s your **elevator speech**? You need a 30 second sales pitch that helps the person understand what coaching is and how it will add value or benefit their lives.

Simple next steps:

1. Develop your coaching skills
 - a. Triads – Continue coaching via your triads on a monthly basis for a year. This provides you with 2 clients and an easy way to grow your skills. The ELCA Coaching Ministry is offering once a month Coach Connect Calls where you can join a live triad and practice.
 - b. Mentor Coaches – Enroll in a Mentor Coach class for 10 sessions. You will learn from others as you hear them coach and as the group and mentor critique the session. You’ll also have 3 private sessions with the mentor to reflect on your coaching and determining next steps to grow.
 - c. Peer coaching – A variation on Triad coaching. Find another Level 1 coach and coach each other.
2. Grow your coaching confidence and competence
 - a. See above
 - b. Enter an agreement with a more experienced coach who can help you move forward
 - c. Enroll in classes for coach specific courses; ELCA Coaching Ministry offers several Level 2 and continuing coach education options each quarter.
 - d. Get into an ACC certified program or PCC track – see our website for the ELCA Coach Training Pathways being offered in 2021.
3. Develop a relationship with your DEM and Synod Coach Coordinator. Make yourself available.
4. Make use of the ELCA Coaching Website: www.elcacoaching.org
5. Consider offering “free” sessions as you begin.