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Coaching

Are you ready for coaching? [Click here.](#)

For more information about how Livingston Associates, LLC can help you, contact Tom at (410) 243 1974.

Read Ken Mill's perspective on how coaching has helped him. This is from the Summer 2004 edition of AIRSPACE, from www.airmedia.org.

ABOUT MARKETING

By Ken Mills

HIRING A PERSONAL COACH

Isolation is a fact of life for many of us who work as independents. Working as an independent has lots of advantages, but being out of the corporate loop means not only missing periodic training opportunities, it makes informal eye-to-eye feedback hard to find. This is one reason why AIR is so important to us.

As food for thought, here is one way I deal with isolation and the need for perspective: I've hired a coach.

My coach has been essential in the growth and stability of my home-based business. I hired my coach three years ago when I was going through a rough patch. The time and money I spent has been worth every minute and ever penny.

We meet on the phone about once a week. I draw up the agenda for the meeting. We track the basics of my business - revenue projections, keeping expenses in line and client relations. We do some "calisthenics" and periodic reviews. But, the most important work is often brainstorming.

Our coaching sessions are a chance for me to chart the future of my business - to ask the "what if" questions and explore hypothetical scenarios to make things happen.

Brainstorming with my coach is my chance to "download" my ideas in real time. By giving me the space to be really stupid (or occasionally quite smart), my coach creates a non-threatening environment where good ideas have the chance to bubble up.

My coach's approach is to get me to reach my own conclusions. He once told me: "My job is to be a mirror. You know the answer to the question. The answer will emerge."

When things go right the answers make sense and become plans. When this happens my coach will ask me to chart the next steps - specific actions I can and will take before our next meeting to move a project along.

The discussion is grounded in the context of life itself. One of the things I love about being an independent is the nearly seamless flow between my work life and my personal life. My coach helps me understand business questions in harmony with my own strengths and spirit.

"Personal coaching" has become a hot growth industry. Like most things, what you get out of it is often determined by what you put into it. Just when I think I've reached a dead end with my coach, something new seems to emerge.

I wish more people would become coaches. If you have the right skills and "bed side manner" coaching is a business opportunity that pays in cash and karma.

Here are ways to learn more about personal coaching:

My coach is Tom Livingston of Livingston Associates. Tom is at tom@livingstonassociates.net and (410) 243-1974. Tom's web site is at livingstonassociates.net.

Mark Sachs is also a terrific coach. Mark is at markasachs@aol.com and (301) 588-3858. Mark's web site is at markasachs.com.

To learn more about the business of personal coaching, check out CoachU.com.

ABOUT KEN MILLS

Ken Mills has been involved with public and commercial radio program syndication since 1987. He owns and operates the Minneapolis-based Ken Mills Agency, specializing in programming development, marketing and assessment. For more information go to [KMA's site](#).