



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...
and Changing the World*

Episode 053

The Future of Christian Coaching

KIM: Happy anniversary! Welcome to today's episode because we are celebrating, yes, our one year anniversary of podcasting. Actually in retrospect, it has gone pretty fast, Chris.

CHRIS: Yeah and I hear "Woohoo!" and little bells and whistles in the background here. Yeah, here we are having our first year anniversary and it feels like a big grown up thing even though we're only 1-year-old here on this podcast. It's a big deal.

KIM: What a ride. We have met some amazing people, learned and communicated what I think are some really transformational truths and we've surmounted some interesting technical obstacles along the way, but bringing all of that to the table here today, I'm just so thankful. God has shown us that He can use this medium of podcasting to really help and equip Christians understand what a powerful tool coaching is in the furtherance of God's Kingdom here in this world and really, just due to His grace and mercy, it has been exciting to see week after week in iTunes this humble podcast, we are, Chris, you don't keep track of these things but I do. We are each week in five different categories in the top 100 podcasts of What's Hot on iTunes. That just blows me away that coaching is that popular in the business category, in the management marketing category, in education, in

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training, and in Christianity. Above and beyond some wonderful things that are out there, God has seen fit to bless this podcast. It really is a big “woohoo!” We’re celebrating our one year anniversary today.

CHRIS: It really is a big woohoo. You’re right. I don’t pay much attention to those kinds of statistics. We just got to do what we do here, but I appreciate that you look over our shoulder and see how our number is looking in iTunes. Just to underscore for our listeners, the significance of what Kim just said there, those statistics relate to all podcasts from any group, Christian or non-, it doesn’t matter where they come. From all over the world, we have been consistently in the top 100 hottest podcasts in five separate categories. These are big categories like you just said there, business, hello. That means any kind of business and there we are week after week after week. That’s amazing. Same with marketing, training and education, how amazing that we’re having that much influence. That’s thanks to you, our listeners. Those numbers correspond directly to the number of downloads that people get every week of this podcast and you’re forwarding it onto your friends, your buzzing about it online and in social media. Here we are just one short year later, thank you so much our listeners.

Kim, we were talking about how best to spend an anniversary episode of the podcast. What do you do? Do you just kind of celebrate and look back or do you kind of talk about where we are and we decided, well, there’s a little bit of looking back and where are we and particularly of looking ahead. So let’s do the looking back first of all. Just briefly in these 52 episodes that we have had, we have covered many different things but certainly, we have had many overviews of the profession itself, of professional grade coaching, and the integration of our Christian faith into that work whether your clients are Christians or not. We’ve done episodes just looking at the integration of those two things together and we have interviewed then practitioners specializing in several different niche areas including some areas of tremendous influence in leadership, ministry, and business.

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We've interviewed people like Jeff Spadafora, Director of Coaching at Halftime Ministries and Greg Leith, the CEO for Convene, the marketplace ministry. We have done episodes just on marketing your private business as a coach, getting the word out about the services that you have as a coach and growing your caseload so that you can make a good living in this field. We've covered several episodes on tips and pointers on best business practices, things from how to set your fees and how to close on inquiry calls to organizing your daily and weekly schedule, dealing with distractions and those kinds of very practical things.

We have, of course, had our very popular series frequently on Master-full Coaching Sessions where our ICF certified instructors here at Professional Christian Coaching Institute have demonstrated live coaching sessions and you and I, Kim, have been able to debrief those, helping our listeners to know what am I listening for? Where is the coaching going on and why are they doing that? What's the impact of that? Where might we have gone if we were counseling them or consulting with them instead? Where did the coach approach have such a huge impact in shifting the fruit that came out of that session?

We've had episodes in which we shared some very valuable tools and best practices including the use of assessments and ways to work with clients around, increasing their self awareness, their so called EQ or Emotional Quotient. Of course, we've had some very, very popular author interviews. Some of the most influential voices and thought leaders in our field including Dr. Gary Collins, Michael Hyatt, Dan Miller, Dr. Richard Swinson, Michael Gerber, Kary Oberbrunner, and others. It's just been an absolutely amazing ride, and again, only one year. We're just getting started, right?

KIM: That's a fun thought and that's really where we want to go next. We could have done any number of things as we not only look back but as we look forward. Along with the virtual cake and punch that I have brought to this party, absolutely calorie free mind you, we've decided not to reminisce and let you all hear our voices yet one more time talking about the optimistic glowing future of Christian

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coaching but Chris recently had an opportunity to sit down with some of our students at a conference and they were talking about what they are seeing, what they are experiencing on the ground in their world, with their clients in their practices around this area of Christian coaching and that's what we decided to bring to you today to let you just catch a sense of the heart of the enthusiasm of the reality of this incredible field of Christian coaching. Without further ado, let's go ahead and play those interviews for you.

CHRIS: Well the first person that I'm going to have join us is Thomas Nelson. Tom Nelson, I got the joy of meeting him at the conference. He is a former Azusa Pacific baseball coach, basketball coach, football coach, and he taught as a professor in their master's program, taught several different courses at Azusa Pacific for many, many years before he made a career transition and moved into financial planning. He had many, many years in the financial planning industry. He actually served as a coach to financial advisers. So you hear "coach" coming up a lot on this guy's background – sports coach, coaching financial advisers.

Well, in 2009, he transitioned yet again in a different direction again with the word "coaching" but this more a distinct kind of coaching. Not advisory, not consultative, not directive or advisory but instead exploratory, discovery oriented, primarily focusing around asking of questions instead of giving it advice or mentoring. He specializes primarily in leadership development and board development. Tom, let me have you share with us a bit of your perspective on what is happening with Christian coaching right now.

TOM: Well, I think meeting all the people was just a fabulous experience for me. I came back to check you out, Chris, to see how you got where you are and I always appreciated the way in which you used courage moves to get where you are. My belief system is long life learning, one of my strong values, and primarily get into coaching was I wonder what God got in store for me for the rest of my working life? I got to meet the 15 faculty members and just was so impressed with the connective ability of all the folks and how they would relate to one another.

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In terms of my own happening here, it just feels like I'm just moving myself into a glove-like situation with coaching and I thoroughly enjoy this process. My niche is primarily financial advisers, small business owners, and some ministers. I got a couple of NFL people that I coached, former NFL football players, and that's quite fun and enjoyable in terms of what I'm doing, but I can see that the opportunities are just out there for us to enhance ourselves and to be totally who we are in the Christian community. That's my basic introduction, Chris.

CHRIS: Tom, that's really good. Actually, I'm going to have you elaborate just a little bit there because remember that a lot of our listeners, they are not familiar with the International Coach Federation definition of what constitutes coaching, so they hear, "Oh, this guy is coaching people in the financial industry or small business owners or NFL football players that's because he's an expert in those areas and he must be giving them all kinds of expert advice and direction." That is not, in fact, what you're doing. Can you unpack a little bit about what it means when you say, "I'm coaching these people," but how do you coach them? What are you doing when you're meeting with them?

TOM: When I actually sit down and talk with people, it's uncovering all the talents and abilities they have and having a little bit of perspective in terms of where they are going. By having them orchestrate what it is they want to learn and what it is that they want to do, and just be able to feedback or give questions that are appropriate for their individual situation. It's kind of like helping them to unlock some stuff that's kind of hidden. It kind of goes with the name of The Hunt, we're going to try to hunt and find out those characteristics that can enhance your life and help you to be effective at what you do.

CHRIS: Oh, man. You couldn't have hit that one any better out of the ballpark, to use a baseball metaphor there. That's perfect. He said words like "uncovering." This is a discovery kind of a process. He said, "We're on the hunt for things that are already inside of each human being." Scripture very clearly tells us, the Lord knows the plans that He has for us. It says that the gifts and the call of the Lord

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are irrevocable. The gifts and the call, they have been given. They are placed inside of us that Scripture does not say that we will necessarily discern them. It doesn't say that even if we do that we'll do anything with them. It says they are in there.

The gifts and the call of the Lord are irrevocable. They are in there. They are not going to be taken back. They won't be revoked. Are we going to go about the work of discerning them, discovering them, uncovering them and then investing what God has entrusted to us to bring in return like the Parable of Talents, right, 30, 60, 100 fold. That's the work of professional grade distinctly Christian coaching. Tom, you nailed it beautifully. I'm going to let you go and I'm going to transition right here to our next person but thank you, thank you for what you just shared. That was a good start for us.

All right, Tracy Flori. Now Tracy comes from a very different background. She is a practicing psychotherapist. In fact, she has been licensed as a professional counselor for more than 20 years. She still retains her therapy license. Unlike myself, that was what I did way back 25 years ago and I had a wonderful long season of doing psychotherapy and then for a long many years, I hung on to my license even though I wasn't practicing anymore. I had moved full time into coaching, but you work might hard to secure a psychotherapy license. You got to put in 3,000+ hours worth of doing psychotherapy under supervision. You've done incredible amounts of post graduate training and specialization, and sunk a lot of money into it. So it's hard to let go of that. It's like, "Oh, that's what I trained for in my life." I thought I'd always be a psychotherapist.

Well, Tracy is still a psychotherapist but she also transitioned to the field now a couple of years ago. So she's a psychotherapist turned coach and many counselors, psychotherapist, even pastors choose to train in coaching. Kind of like they are building a life raft alongside the boat that they are on. They are going to eventually step onto that life raft maybe and move off in a different direction for kind of preretirement or a new season of life as they empty nest or

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something. Many choose to actually bridge both careers and keep both just to differentiate them from themselves, not wearing the same hat in both services.

Tracy is currently both a psychotherapist and a professional coach. She uses several assessments in her coaching. In other words, not just asking questions, open ended, but actually structured personality inventories and such to try to dig, unearth, discover, or uncover concepts, those things that are inside of each person. Tracy, give us your perspective on your transition to the field and what you came back from the conference sensing.

TRACY: Sure. Thanks, Chris and by the way, I can confidently say I don't think I'll ever go back to psychotherapy. I'm firmly entrenched in the excitement of Christian coaching arena right now and it is exciting to be a part of it. In the past, I even used my license primarily in the corporate arena doing corporate training, so leadership coaching is a wonderful transition for me.

I had the privilege of helping out at the PCCI booth the first day of the conference and that was really eye opening for me. I interacted with several college students and recent graduates at that booth and it was really obvious in talking to the students that the universities are capitalizing on this coaching explosion by offering classes and even degrees in the coaching field. These young professionals, boy, it was exciting to talk to them because they could really sense the field of Christian coaching is where it's at and they were hungry to know how to move beyond the classroom into that real world of coaching. They were definitely drawn to what PCCI is doing.

At the conference itself, you talked about the workshops that the Christian coaching tracks are on. They are growing each year. Christian coaching is definitely the buzz and I'm convinced that in the near future that the coaching tracks being offered, they are going to equal the amount of the counseling tracks being offered. That's really amazing to think about especially coming from our backgrounds. That's the path Christian coaching is on. It's making an impact around the world and just to kind of put that in global terms, I want to share, my

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sister owns a restaurant in Rome, Italy and two years ago, she told me a life coach contacted her to rent space in her restaurant to hold coaching informational meetings. At that time, the only thing my sister knew about coaching is that I was one. Now two years later, she encounters coaching specialists all over Italy. That's just a growing phenomenon there as well.

Recently just before I attended the conference, I was contacted by someone who was interested in becoming a coach and she needed answers to a few questions about the Christian coaching field and PCCI training in particular. She was applying for a state-funded adult education grant to cover the cost of training and needed this information for the application. Now, think about that. What does that say about how Christian coaching is being recognized right now? I thought that was so interesting. Christian coaching is definitely making waves. Christian coach training is exploding and what I learned at the conference is that PCCI is being recognized as a leader in this field.

CHRIS: Wow! I couldn't have paid for such a commercial and I assure those listeners that that was not preplanned or set up there. Thank you for sharing your heart on that, Tracy, and I know it really is your heart. I know you mean that.

TRACY: Absolutely.

CHRIS: I know that you've had an incredible launch into the field. It has been quite something to watch how your practice has grown. I want to go back and make one comment on something that Tracy said. To be sure that it's clear to our listeners, she talked about the possibility that as the years go on that coaching may actually equal counseling at such conferences as we just came from. In other words that the kind of growth we're seeing seems to be putting the profession on par with the kind of demand that we've seen for Christian counseling over the last 40 years or so.

So many churches and denominations now have huge counseling program, 12 Step recovery programs, support ministries and such, all of them based in

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application of psychology principles for healing from a Christian world view. We're all familiar with things like Celebrate Recovery and various Stephen Ministries, Paraclete Ministries and different models of lay counseling in the church. What she's really saying there is coaching looks like it's doing the same kind of explosive growth where if we could fast forward, say, 10 years from now, we would see many lay coaching as well professional coaching programs and ministries of various types in the church and in parachurch ministries and the church at large.

I could not agree more and this does not mean that coaching is replacing counseling. It is not better than counseling. It is not better than psychotherapy. Understand, this is a natural, I believe, organic needed kind of an expansion of our understanding of what psychology, i.e. the study of people, why we do what we do, what it can do for us. The more that we understand human beings, we understand not only how to help them heal from brokenness, we also understand better how to help them grow and learn, step into the new phase and be more intentional and proactive and vision driven.

As Scripture say, "Where there's no vision, the people perish." Well, where there is vision and where the church can help step in and clarify vision and flesh out that vision into something that this person begins to step out more intentionally, that's the purpose-driven church. That is being proactive growth oriented, that is a natural development of application of psychology principles for a continuum of care, all the way from brokenness and healing up to stability onto growth and fullness in the abundant life to which God called us. It's a full continuum of care. Like we've seen happen in the medical field from the field of medicine mostly being about healing to now, so much of an emphasis in medicine on preventative healthcare, right? Same kind of principle here, so not replacing anything, adding to, different from, expanding upon.

Let me move onto our next person. Tracy was mentioning there younger persons being impacted by this field and how many colleges are adding coaching either

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tracks of full degree programs, even master's programs now in coaching. Well, our next person is Laura-Catherine Etheridge and she's an honest to goodness Gen-Xer. This is late 20s, early 30 something type of practitioner.

So Laura-Catherine, give us your perspective here on what you are doing with your practice and what you came away with.

LAURA: Thank you, Chris, and hey gang. I was so excited when Chris asked me if I'd be willing to share today because there is so much that could be shared, but for the sake of time, there are three things that really stood out to me. The first one being just how wide open the field is. I know it's far more established than it has been in the past. There's not a lot of work to get it to the point that it is now, but just being there on the frontlines of coaching, if you will, for a handful of days and just seeing.

The opportunities are just huge in the field for people that really want to apply themselves and really grow. The picture that really stood out to me there at the conference and coming home was that of just settling the west. The land was all bigger but it's just a matter of choosing how big of a plot do you want. I just see that in the field of coaching at this point, just the opportunity that's available to people who want to have a lot of reach and huge Kingdom impact in this field in the years to come.

The second thing I would share was just the people. A couple others have touched on that but just it's very, very rare to have the opportunity to be on the very verge of a brand new profession in a lot of ways and have the chance to rub shoulders with, to be mentored by, coached by, and work with people who have brought the field to the place that we find it now and just seeing that chance to me was just amazing and being able to get to know some of these people more in person was phenomenal.

The last thing for me was the personal takeaway. Coming home and just realizing I have not dreamed big enough about what's possible for me in this field and for

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anybody who wants to really work hard and apply themselves. I have been very intentional the last couple of weeks about trying to work at pushing myself when it comes to dreaming and seeing what could be possible and of course for me, I have a lot of years left in me, Lord willing, and just looking at where do I want to go because the opportunity is there for me and the opportunity is there really for anybody who wants to really work hard and apply themselves. I made a comment to Chris at the very end of the time there, it makes it feel real finally when you're there. You feel like it's finally real. That would be my takeaway.

CHRIS: That is such a good word because we practice these businesses, these coaching businesses we have. We practice them out of our homes and it can feel sometimes like jitters, no brick and mortar. I don't get to drive down the highway and see my sign out on the side of the road there or something. Is it really as real, as tangible as I want to believe it is? When you're around others who are doing the same thing, you realize, "Oh my goodness, it is. It's a huge movement." It's just that we're all practicing individually out of our little homes wherever we are in the world. I like what you said, Laura-Catherine. "I have not dreamed big enough." I'm not even sure we could. The things that God has in store, what mind has conceived, right? We can't grasp it but wow, how exciting to be a part of it.

Let me transition to our next person here because speaking about dreaming big and the world opening up to this field, Terri Amos is another of our students. Both she and her husband are pastoral and missionary team. They are missionaries to many countries especially Eastern Europe and the former Soviet Union. Terri has launched her coaching business called Intentional Life Coaching.

Terri, talk to us about coaching and coaching specifically in missionary settings either via telephone and Skype when you're back here stateside or when you're overseas in various settings face to face, talk about what God is doing there?

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TERRI: I'm hoping that what I have to share with you would be an encouragement about what's happening in the world of Christian coaching on the other side of the Atlantic Ocean as well as just how getting started as a coach can feel like a tsunami in and of itself, but it's worth the ride. First of all, I started training through PCCI in April 2011 and began a very exciting ride as my husband and I were launching a new mission organization called Eurasia Partners. My hands were open to what God would do and how he would weave coaching in our new ministry together, but to be honest at the beginning, I didn't see how our international ministry and coaching would fit together and I felt very stressed about it. But God weaved it all together and it has been fun for me to see the intricate part that coaching is playing in our ministry today which I will share with you.

My encouragement to you though if you're just beginning in something that God is leading you to become a certified coach and you're wondering what it will all look like? Be prepared for a ride and allow God to weave the pieces together. My husband and I now coach National Church Planters and Women in Ministry in the countries of Eurasia, which comprises Eastern Europe, Central Asia, and Russia. Many of these church leaders are now asking us to train their staff and lay leaders in coaching skill. So in the last year, I developed this recession six hour coaching skills for Christian leader's training. It has been a joy to watch these leaders grasp coaching skills that are enhancing their discipleship relationships and are helping them to build leaders to accelerate church planting.

Coaching in this part of the world is becoming more known. Several books have been translated and church leaders are recognizing that they can have a valid second occupation as certified professional coaches. Almost all pastors need to be bivocational and to be able to support their families, so this is a fantastic profession for them. There are many ICF accredited secular church training schools, but there are not many Christian coach training schools in this part of this world yet and none that I know of that are ICF accredited.

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I just heard from a leader in a house Church Planting Network in the Czech Republic who is beginning her training to a secular school. She said that she could deal with the secular education but wouldn't recommend it for someone who is not strong in their faith. So I look forward to the day when the Christian coaching tsunami hits Eurasia with Christian coach training school. I even wonder how PCCI might be involved in this tsunami.

You also mentioned, Chris, maybe how we're working this whole coaching thing across the ocean. We regularly take trips into these different countries and make the connection with the pastors and the women in ministry, and then when we come back to the States, we coach by Skype and we usually coach every other week, meeting with network leaders, women's ministry leaders, missionaries, all of the above, but it has been such a joy, such a joy to be able to have been trained through PCCI and to be able to use these skills to accelerate church planting in this part of the world.

CHRIS: It is so incredible to me every time I hear you talk, Terri, about what God has done with you because you've nailed several points there that are just critical. I want to underscore that Terri and her husband are coaching when they are in country with people face to face and they are coaching when they are back here Stateside both with clientele in the States, in Canada as well as with clients back in the areas where they were just visiting face to face but now they are via Skype. That is happening over and over.

We train many coaches now in missionary coaching. In fact, we just launched a course only on cross cultural and missionary coaching. We have actually a class of it going right now. They just got assigned. It's kind of an internship program so they literally are coaching in the course practicing missionary. They just got assigned to their missionaries and each of our students will have six sessions of being able to coach the missionary that was assigned to them in a professional kind of a model there, incredibly exciting stuff.

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I also want to underscore what Terri said about the international influence. PCCI, Professional Christian Coaching Institute, our school here does in fact train persons from all around the world because all of our course work is taught live but it's via Telebridge. That means just like we're doing this podcast via Telebridge, people can phone in by telephone, Skype, or cell phone from anywhere in the world. If they can get a signal for a telephone call, they don't even have to be in front of a computer screen, they can call into the live classes and receive those live supervised training. So we have students from China, Singapore, Australia, New Zealand, parts of the Middle East, many parts of Africa and all throughout Europe.

We get people from all around the world training. So again, incredible things happening.

We got to roll along here in the interest of time. My next person is Doug Poll. Doug started training with us back several years ago. He has launched a business that is primarily focusing on coaching business persons. He, in fact, has a business background himself. He's a businessman turned coach. This is now what he does as his primary work. Doug, talk a little bit about your transition and what you came away from the conference with and where you see Christian coaching going.

DOUG: Thanks for the opportunity to spend time with your team and great to meet you in person. Finally, after many hours of Telebridge, email, and the rest, we got to meet face to face. So is the first at the conference.

CHRIS: No doubt. I've heard people say it was like meeting old friends for the first time.

DOUG: Yes, exactly, and also very big thank you to PCCI really for providing a foundation for coaching that I had some opportunities to jump in and do some of the secular coach training early on and boy, I'll tell you what, what a big difference between that and what I was able to find from the spiritual Christian perspective through what you're offering through PCCI. Thank you for that.

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Some takeaways for the workshops, the opportunities to come face to face with other coaches, to begin to hear stories about what they are walking through and dealing with in their own professional coaching life and careers, just refreshing. My takeaways are pretty fast and as I had the opportunity too to meet through the networking process with the PCCI group. Making new friends, really putting some faces to names that I had heard on phone calls over the last 3.5-4 years really was refreshing.

I came away with some words too. I just wanted to share a couple of words. The first word was “excitement” because when you have an opportunity to be with and to be around other Christian coaches, sometimes, you have that isolation feel that you’re working hours and hours and hours in your own business, in your niche, and you’re like, “Does anybody else know what I’m feeling and what I’m walking through?” Absolutely and the excitement to have that around in flesh and blood was great. Opportunity, you’ve talked about it as a tsunami and I’m a Florida boy so I recognize hurricanes more than tsunamis. So the Christian coaching hurricane, there’s great opportunity for us as we look at what’s ahead and a great need as I work mostly with executives in businesses.

There is such a need for a foundational approach with Christ through the marketplace in business, and that really excites me in what’s ahead. Thanks again for the opportunity to be with you today to have the opportunity to coach through PCCI. I find myself still grabbing books off of my shelf going through the core competencies, powerful questions, reflective listening, all those things come into my practice every single day. Thanks to you guys.

CHRIS: That’s a good word right there, Doug, too that this should be about lifelong learning. If coaching is all about growing, then we as coaches continue to grow not again in terms of our expertise because we’re not advising people with all the incredible wisdom we have, but instead, we are growing and learning like we are tools in the hands of the master. We are to be sharpened tools. In the end, it’s his work through us but we want to be not some rusty thing that has been sitting

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around, not really reading, prepping, and taking new training but instead, we want to be sharp and ready to be used anytime He chooses to pick us up and say, “Hey, look what I got over here. I need somebody. Who can I send?” You’re like, “Hey, here I am. Send me.” It’s good. It’s rich.

I’m going to move us to our next person here, Carol Corley. Carol has transitioned into the field again through our training and primarily has niched herself within yet another area of specialization, in fact, one of the fastest growing niches in the whole coaching field. Christian or secular, it doesn’t matter and that is the area of health and wellness, again, this all being about proactivity, growth oriented, intentional living, a balanced theme, that kind of stuff. Carol Corley is primarily focusing on health and nutrition, nutritional eating and an intentional examination of your relationship with the food that you eat and such and your body the temple of the Holy Spirit. Carol, give us your perspective here.

CAROL: Well, much of what I was going to say about the conference, not surprisingly, has already been said, especially by Tracy and Laura-Catherine. I’m thinking maybe I can help listeners most by saying a bit about how I had planned to grow my business before the conference and then what effect attending the conference had on that.

I serve people in the middle, people in their 30s through 60s who want to recapture or maybe even do experience for the very first time vibrant health and not for its own sake but because they know their health has the power to turbo boost or derail their achieving what is most sacred to them in life, their God-given goals. My business so far has been growing mainly by word of mouth as people tell other people about their successes, and that’s fine if coaching is a hobby, but it’s not a hobby for me.

Before the conference, I determined I wanted three times more clients than I have now and I knew I needed to up my game, and happily, I am fully equipped to do that, thanks to PCCI because you, Chris, has made our school such a rich source of help on the business side. I’d chosen my next push to draw more people into

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my marketing funnel and I'd chosen some standard strategies that are very me, like public speaking, writing a blog, and all that. This is solid stuff and I want and need to do it, and I will, but at the conference, I got what I can only describe as an upward call, a call to up my game to a way higher level than I had imagined.

Like Laura-Catherine, I saw I hadn't dreamed big enough. So I came back from the conference on fire and I set some new goals.

I committed to write a book on Christian health coaching. Make no small plans. I actually got this inspiration the first time from you, Chris, on a call about a year ago but I set it aside to launch my business. For me, a book is a huge goal and to reach it, I know I'll need to work with a coach so that's my next goal and I know I'll need to network more. Flying solo gets lonely and I want to bring that joy of relationship that we all experienced into my daily life. That includes following PCCI's lead and building, being the prime mover in building a network of kindred souls to share my passion for health.

CHRIS: Wow, there's a lot that I could comment on what you just shared, Carol, but that was beautiful. So much opportunity for trained professional Christian coaches to be influencing this field as its skill taking shape in the form of books and articles in magazines like Christian coaching magazine and Today's Christian Coach, blogs like the blog that we have on our website, ChristianLifeCoaching.com and other blogs on the web that you could read, by starting your own blog.

This field is still so much in a season of emerging, it's really just, I don't even know that it's fully out of infancy into toddler, but if it is, it's only in toddler and it's falling down a lot. It's just stumbling and learning, and trying and growing, and what a great place to be as a coach launching a business and how good to come back as fired up as you clearly were, Carol. That's just beautiful to hear that. Thank you too again for the plugs for PCCI. I feel like I just need to say to our listeners that this wasn't set up. This is not supposed to be an infomercial for PCCI but I'm thrilled when I hear that the students that we've trained to do professional grade coaching that are also saying primarily as you heard today,

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“You’ve also equipped me to set up and grown a coaching practice. You’ve given me the business skills of doing coaching, not just the practice skills of understanding how to coach. My phone is ringing, my caseload is growing. I’m feeding my family. I’m making kind of an income that I never dreamed of.”

That’s what we’re about is ensuring if you’re going to get trained in this field, by golly, you better be able to make a living at it and that a good living so that more can be multiplied and God can do more through all the different ways that He has blessed you in blessing others. We’ve got one more actually couple now, not an individual but a couple who we have trained. David and Gale Deur, I know you’re looking at the time and thinking, “Oh goodness, there’s no time for us.” You know what, don’t worry about it because this is too important today. We want your heart here and so please just share as the Lord has led you.

Let me tell you about David and Gayle Deur. They are in full time ministry, both on staff of a large Wesleyan church. They have been very active in many things in the past. David in business, Gayle very active in Bible study fellowship. They are empty nesters. If some of our listeners are kind of maybe past the 30s, 40s, 50s season and more 60s, 70s season and thinking, “Well, this is all very neat but gosh, it’s reliant on technology. I struggle with that. I’m not sure that I could really hold pace here. Can you really teach old dog new tricks?” I’m not saying that they are an old dog. They are in the season of life that is very typical of our students.

When we say students, we normally mean persons that are like 35-65ish. That is where the bulk of our students come from as they transition. So the Deurs are a perfect example of that. They are empty nesters. They have got three married children, nine grandchildren. They have a coaching practice that they have launched together and they coach primarily couples. They love doing marriage mentoring in their church. Now, mentoring of course would be advising, directing, guiding. They have taken that love and applied it to their love for coaching and they are doing marriage coaching, intentional vision unpacking and

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growing couples for enrichment, enhancement of marital relations. David and Gayle Deur, share with us your perspective on your transition to the field and the conference and such.

DAVID: Well, thank you, Chris, and thanks for a new idea for a name of our coaching company, OldDogCoaching.com. How about that? We had a great time, we had a great time interacting with the many coaches and instructors from PCCI. We had been in the training since 2012 and we are bringing that to a conclusion while we work full time on a church staff as you have mentioned. We love working with marriages. We have for many years and we love the whole angle of marriage coaching. We have been doing that here and learning a great deal about it. It has been very helpful. We have found not only for us to learn through that but also for the couples we've been working with.

Also, church leadership. I think churches are becoming more and more tuned into the power and purpose and the effectiveness of coaching on their church staffs for their leaders, for even lay leaders, small group leaders, that type of thing. We are encouraged by that as that continues to grow in more and more churches tend to be open to coaching and asking questions about it and embracing that overall. That's part of that tsunami that you talked about and we are very encouraged by that. Finally, we had some connections that we made that were really big, one of course with you and you put us on to someone in this whole marriage coaching area which was a great contact for us, but then also with Bryan Pettet who is doing the class in missionary coaching.

We had a great meeting with Bryan and it was very helpful and informative, and gave us a better idea what we were looking at as it relates to coaching missionary. All in all, it was a very productive and meaningful and exciting time.

CHRIS: I'm glad you said what you did there. Gayle, would you chime in. What would you add to what David just said?

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GAYLE: I was just going to add to it because I always add to what Dave says. I was going to add that it was so great connecting in with everybody at the conference and the staff was so warm and helpful. We actually came back looking at a couple of areas with missionary coaching and marriage coaching differently than when we went. It was very helpful for us and the sessions were very helpful as well. One other quick saying as far as where I see coaching going, a year ago, we did a coaching training at our church for some mentoring small group leaders and from that, now, there are looking at asking us to do small group training here at our church because they see the value of coaching. I think definitely, it's on the move. Definitely, churches I believe will want to learn more and more about coaching, and for anybody just starting and if you're older, don't be afraid. Just keep pressing on, keep going. the people you work with are so encouraging.

CHRIS: Boy, oh boy. I'm glad you put in that last point there because I know you and David actually, Gayle, served on the Wesleyan Church Coaching Network and that's an example again of how fast this is growing, many full denominations have coaching cohorts, networks or movements, departments, persons who are being paid to develop and foster the growth of coach within their denomination or in certain large churches. Like I said at the beginning of the call, we couldn't possibly get our minds around everything that is happening here.

KIM: There you heard it, a variety of different coaches from all different niches, but a huge common sense of hope, optimism, and excitement about what God has in store for the future of this exciting industry of Christian coaching and of course our second year of podcasting, Chris.

CHRIS: There you go, right. I'll tell you what, that was mighty fun for me to be able to listen back. That recording was not made all that long ago but it's funny how when you're listening back, if I only knew then what I know now, listening back to that, the Deurs there wrapping up at the end, Dave and Gayle Deur and talking about their interest in marriage coaching. Well, here we are now, Kim, and you know, we are preparing with those two. They have joined our faculty and we're

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going to be rolling out in 2017 a course that they will be co-teaching together as husband and wife exactly on that topic – marriage coaching. There was a twinkle in the eye back when this recording was made and here we are, we've contracted with Drs. Les and Leslie Parrott.

Many of our listeners will be very familiar with them and their wonderful materials on saving marriages. They have a new marriage inventory, Saving Your Marriage Before It Starts, the SYMBIS Inventory. The Deurs are certified trainers and will be training in that marriage coaching course such that our coaches can actually come out certified to administer and utilize that inventory in doing marriage coaching. Again, just twinkles in the eye, only now here it is. It's coming and there's more of the future. How fun.

KIM: Well, such a perfect example of how this industry is growing, something we can just conceive of and dream of can all of a sudden become reality because the possibilities are almost endless when you think about how coaching can sow into people's lives and make a substantial difference in the way they operate.

CHRIS: Kim, you know, listening to not only the mix of niche areas that people were sharing there but thinking back to Laura-Catherine Etheridge, we made a point of saying that she's a millennial and then the Deurs there wrapping up and talking about no matter how old you are. Do you know that just two weeks ago, we had a student register for the Introductory Course here at the institute who is 88 (she made sure we knew) and a half years old, 88.5 years old. That is our oldest student so far. We have had others in their 80s and that just thrills me. I think I have a lot of years left and I want to steward them well for the Lord and this looks like something I can do and do well for the Kingdom. So here I am. I love the gigantic age spectrum that a new person just starting into the world of professionalism or a person who many would say should be long past and done, just enjoy your retirement years, but no, instead saying, "Utilize what God has given you in whatever season and whatever fields you feel called to." That's rich.

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KIM: Wow, it's just beautiful. Actually, I haven't met her but she's my new hero. I just love that.

CHRIS: Isn't that amazing?

KIM: Yeah, that's quite an inspiration. If you've been listening today and you want to grow with us in this exciting profession, we have a couple of tools that could be very helpful to you over at our Professional Coaching Today website. The first is the Align Your Life Inventory. It's really going to be a quick check up with God for you to look at your life, see where you are, and where you want to go. The second is the tool called 50+ Hottest Niches in Coaching. It is a growing field. There are all kinds of opportunities no matter what your interest level. So again, that's at ProfessionalChristianCoachingToday.com.

CHRIS: We'd love to have you join the family and until next week. You know the mantra around here, keep raising the standard of coaching and changing the world.

KIM: God's richest blessings to you.