



# PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

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

## Episode 070

### Professional Development: The Neglected Super Power

CHRIS: Professional development, the neglected super power. This is a fun tongue-in-cheek title for us today, but it's a very serious topic that Kim and I are taking up. As coaches, it's our joy to be serving other people all the time. We spend a lot of our time either responding to emails or especially interacting with our clients one on one. We're just pouring into other people and drawing out from them and all of that interaction with others in our role as coach is tremendously fulfilling, very enjoyable way to make your living in this world, but of course like anything that we do to make a living, when all we do is pour out or the bulk of what we do is pour out and we aren't constantly attending to the need to pour back in, why we wind up just like anything else would that's always giving and not receiving, we start to run dry.

Our topic today is about how to replenish our whole being - our bodies, our souls and our spirits - through interaction with others in live events with likeminded people, other coaches, or other persons who do the kind of people helping work that we do as coaches so that we are pouring back in. We're receiving so that we are better equipped to continue giving out.

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**KIM:** I am so glad we are taking up this topic today. One of the people groups that I get to work with primarily are other coaches and I enjoy spending time with them. One of the most common themes that I hear is that there's something missing. As you said, Chris, they give out, they give out, and they give out and they enjoy doing that, but they start to run a little dry. Of course many of them, like maybe you and I, Chris, have tried professional development with reading books, learning online, taking passive courses, and hopefully listening to this podcast. That is a critical part of our professional development, but there is a relational component that's absent in all of those remote delivery areas. God has wired us for community. As a matter of fact, we did an entire podcast on community and if you've not had a chance to catch that yet, I think you'll really benefit from that. Today, we want to hone in even a little bit more on this one particular area of learning, growing, and developing, feeding not just our mind, but our souls by spending time in live professional development.

**CHRIS:** That's why we're really calling it a neglected kind of a super power because we do believe that when we are with others who are doing the same kind of work that we are in a professional setting where as Scripture would say, we can be iron sharpening iron. We are hopefully growing wise by walking with the wise, we are strengthening our abilities as coaches. And so, today we want to cover three primary points in looking at professional development as an often neglected super power but challenging all of our listeners and even ourselves to not neglect it, to instead move toward it and embrace it. Three things that we want to cover:

- 1). Why live events are not an expense. They are truly an investment. In fact, we're going to argue that they are not even expensive no matter how much they cost time wise and money wise. It's much more expensive for us not to attend than to attend. Why live events are not an expense but they are an investment.
- 2). How to choose then what events to attend.
- 3). How to maximize the benefits of attending those things before, during, and after such events.

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Let's tackle that first one, why live events are in fact an investment and not an expense. The reality is, of course, typically, any kind of a live event does cost and not just financially but let's look at the finances first. Almost anytime that you're looking at attending a workshop, a conference, a retreat, those things are a little chunk of change. They might be \$200-\$1,200 whatever, more than that and that's just to get in. Then you've got the travel whether that's flight or driving, parking oftentimes especially at nice resort areas or conference meals, got all of your meals. There may be additional things that you have to pay out and of course once you're there, then there's networking events and people want to know, "Hey, you want to go out to this restaurant" or whatever. It's not usually a cheap place.

There is money sometimes just flying out of the wallet for such things, but it's also taking you away from the day to day, and as we oftentimes used to say in psychotherapy, "As a psychotherapist, if you're not in the chair, you're not making money." Well, it's pretty much the same as the coach. The chair might be in any number of different places, but if you're not actually working with clientele live in some way – via telephone, video, or face to face – you're not making money unless you have diversified your income streams. It's taking you away from the primary thing that produces your bread and butter. It's expensive in that way and it's also expensive in terms of the energy that it requires from you.

I found this to be particularly the case. I used to just love going to conferences and then when I got so ill and of course now as my body has aged more well into my 50s that I just recognize, boy, these things really take it out of me. They take a toll on me. The work in getting ready, the work in getting there, and perhaps changing planes, finding the right place to be in all of that, and then all of the networking, early mornings on into the late nights and then coming back and trying to do catch up. There is an energy cost to these things – financial, time, energy. It does require of us and yet we're making the very strong argument that that is not actually ultimately in the running of your business an expense but rather it's an investment in your business because if you are choosing wisely and then in going, you're engaging

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fully, and then in having been there and engaging fully, you are utilizing effectively the material and the experience.

It's more than just the content of what is shared but the immersion experience of being with others who do what you do and you really get that iron sharpening iron. You come back a far better coach, a better business person, a better marketer, a more effective communicator, a networker. You have new networking opportunities, new relationships and connections in the field. You might have come up with some brand new idea for a new income generating product, a book, a training series, or who knows what directly related to you having made that investment of time, money, and energy.

That's why we say ultimately, if you choose wisely and fully invest, these are not an expense. In fact, it will cost you. It will be expensive if you don't do these things. You will pay on the back end by getting stuck eventually in a rut, getting drained down in your energy and your reserves, and not being sharp, not being out on the cutting edge, not being in a place to shape and to mold this field and to hold pace with it at least, but instead, feeling that you're falling further and further behind. That's the real potential expense.

**KIM:** I agree. I remember my very first Christian coaching conference. I traveled there in a car. It was about eight hours away from my house. I stayed in a hotel so I was alone and I didn't know anyone. I stayed up literally all night for the first two nights with my journal and a pen, stream of consciousness, just idea after idea after idea. It wasn't information that they have given me, but the synergy the conversations, the way people interacted combined with the information gave me so many ideas for my brand new coaching practice that I came home that I cut 6-9 months, I think Chris, off my learning curve and my implementation curve by going to that one weekend Christian coaching conference. It was a huge win and definitely a wise investment in my business.

I think it brings up a second point about why these conferences and live events are important, and that is the fact that we don't know what we don't know. As coaches,

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we are all familiar with the knowledge quadrant. There are four areas obviously in the quadrant. The first one talks about the things that I know that I don't know. I think a lot of coaches when they are marketing their business or building their business for the very first time, obviously, they are a lot of things they don't know and they know that. So they go online or connect with other people and try to get that information.

Then there's the quadrant of I don't know what I know. Sometimes, that gets me in trouble. I was playing a game kind of Trivial Pursuit with some friends the other night. You could have asked me, "Kim, do you know a lot about history and science?" I would have said, "Not at all," but actually, there were things that I didn't know that I actually knew that helped my team really forge to the front there in that game of Trivial Pursuit. That's a quadrant that we have to be aware of. Of course the best quadrant is I know what I know and coaches hopefully are aware of their strengths and the different information they know.

The last quadrant, the one I call the deadly quadrant is we don't know what we don't know. In coaching, we would call those blind spots. There's just this whole body of information, of knowledge, of creativity, of innovation. The list could go on and on of things that we're not even aware exists. The problem is, I don't think that can ever be self taught or self driven because if I don't know that I don't know it, I'm not going to take a class in it I'm not going to buy a book on it, I'm not going to go online and research it. It is a blind spot and it will remain a blind spot. When I attend a live event, I get systematic presentation of material. I hear other people, their conversations. There are wins, the areas where they are working on, etc. These things come into my conscious awareness of, "Oh, I should be paying attention to that too. That's really important. I think that's something that can only be created with working with a coach, which is obviously live even if it's over the phone or video, and also in these live events, so huge benefit of attending.

CHRIS: Kim, it just reminds me of the event this morning that you and I just both happened to have registered for without the other person knowing it. We both attended day 1

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of a 28-hour program. It's live in real time. Now, it's taught via distance, but Kim and I both had signed up for this thing. Perhaps some of our listeners also did that was a 28-hour training program on conversational intelligence. Conversational IQ is what they call it, kind of like emotional intelligence. Well, it's getting better at productive conversations. It's a pretty hot theme in coaching right now and one of the primary founders in that field, Judith Glazer, was teaching this training. Kim signed up for it. I signed up for it. We just found out about two weeks ago that we were both registered and so this morning was the first training. What a perfect example of that very thing.

Neither one of us knows a whole lot about this relatively new thing called Conversational IQ or Conversational Intelligence, but we're there to discover. We're there in real time with other coaches, in this case, all around the world as we dig in deeply to this new content and definitely, that will help with that fourth quadrant of not knowing what we don't know. It will move it over into some degree at least of now knowing a whole lot of what sounds like very valuable information.

A third point that Kim and I want to underscore here in the value of attending to professional development, outside of just reading, of course subscribe to good magazines, follow blogs, listen to podcasts, all the rest of that, but that's outside of real time. That's outside of interaction with other people. We're really focusing today on getting with others who are doing the kind of work that you're doing and stretching yourself through relational connection at retreats, conferences, workshops, masterminds, and such. A third point that we want to underscore and the value of that is that investing like that creates automatically a higher level of commitment to gaining something by it. That higher level of commitment that automatically kicks in when we had to pony up some money, take the time away, make sure that we were there and that we had the energy to attend the different things and all. That actually increases the receptivity to the valuable material that otherwise oftentimes when we're kind of multitasking and distracted and all, we can lose that.

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I had this conversation not too long ago, several months ago now with my oldest kids, our four oldest children and my son-in-law, so five oldest ones. Perhaps some of you have heard here on the podcast where I talk about me doing a mastermind group with them on entrepreneurship. We meet via a Telebridge and work for 90 minutes on their entrepreneurial ideas. They all love the way we've grown up being able to be portable here and working from home and all. They are wanting to do the same thing now as they launch out of the nest.

One of the things that I made very clear to them right upfront is, "Oh yeah, I will help with this. I will absolutely invest myself fully in this and you've got to have skin in the game as well." Guess what, I charge my own kids a fee every month to join this. Even when they are in high school level, they actually have to pay in. They pay \$300 a year each of them to be in this group and the idea is you investing that is needing to bring you back much more than that. What if it doesn't? Well, if it doesn't, that probably means that you're not invested to begin with. You're just kind of checking it out. You're just kind of dipping your toe in the water and seeing what's there. I want you to prayerfully examine whether or not you're in or you're out. If you're in, you put your money where your mouth is and you put your time investment in there. You're on these calls each week.

Some of the questions that were batted around were, "Well, what if this doesn't work out for us? Can we like do it for three months or so and then kind of get out of it? Nope. Right up front, it takes a time commitment, one year commitment. I'll explain to you as best as I can what you could gain but you won't know until you're there and you won't gain it even though it is there if you don't fully invest in time as well. Right up front, yearlong commitment and that monthly payment, and guess what? Their businesses are going and blowing because they are gaining more out of it because they put so much into it. It's just a basic principle of human behavior, right, but so important.

KIM: That's a beautiful example. I love that. Alright, this is our fourth reason. We talked about it's not an expense, it's an investment to attend live events. You become

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aware of what you don't know. You're more committed because your investment is higher and then lastly, you get the benefit of interaction and engagement. Let's face it, there are wise, successful, experienced professionals out there in the coaching field and in your particular niche. It's wonderful, actually it's almost priceless to have the opportunity to sit at their feet. I mean, we're going to learn not just by their information, not just their systems, we can actually know and be known by the best of the best in our fields. That's an incredible opportunity. There is something very catalytic about that.

When I go to a conference, Chris, I always like to, if my finances can it all stretch in that direction, buy the premium level of that conference attendance, which usually involves more interaction with the presenter/s. Several years ago when I went to Michael Hyatt's platform conference, I bought the top level package. If I'm going to go, I'm all in. I'm not just going for the information. I can read his books and read his blog. I'm also going for the interaction and the engagement. There I am in this world class hotel, the Broadmoor, sitting at a table of six having dinner with Michael and Gail Hyatt. I mean right, priceless opportunity. I had dinner with Ray Edwards. I got to chat over snacks with Pat Flynn. I got my picture taken with Stu McLaren and he insisted we make bizarre funny faces for our selfies.

CHRIS: Of course some of our listeners may not even know who those people are, but they are big influencers in the world that we work in as coaches. You're exactly right. You're going to go to their conference anyway, are you're just going to be a back of the row seat occupier or are you going to be right up there upfront and pressing the flesh, as they say, and interacting and actually developing a relationship, cutting up and doing selfies like that and having somebody that you feel like if the opportunity and occasion arises, you could actually shoot an email or connect with them and be able to reference that, and they would remember who you are and maybe able to open doors for you.

KIM: Yeah, to know and be known. I think we were created for that and so it really is priceless.

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CHRIS: Let's look at our second of our three big points that we're covering. The first one was why live events are worth the investment. Hopefully, we've made that argument well here. The second is how to choose then which events to attend. Because we're coaches or all those who are listening here to this podcast are at least interested in coaching, coaching conferences is the first thing that comes to mind, then there's a bit of a rub because there really aren't a lot of well organized, well facilitated kinds of coaching conferences out there. One notable exception, of course, is the International Coach Federation.

The ICF not only has a big world conference every year but they have regional conferences and gatherings, workshops and such day long trainings in various places not only throughout the United States but in several countries all around the world. My experience of ICF-run conferences has been very positive. Of course you're going to get a wide range of presenters and material and concept, so you'll choose wisely what you attend and you're going to go in with your filters in place, but if you can also go in on high receive so that you can hear what's being shared and challenge it within yourself, not just filtering it – yes, no, like it, don't, hate it, truth, falsehood – but instead, just being on receive and listening and allowing yourself to be challenged.

That's what actually is iron sharpening iron. Others who maybe even think and believe and view the world very differently then, when you're in relationship with them and they are in the same profession as you, when iron is sharpening iron, sparks fly. If sparks are flying, it's not actually sharpening anything. Sometimes we go to places where people's ideas and concepts don't immediately just meet with wonderful reception on our part, but we gain tremendously anyway. Being in a coaching conference, whatever the mix, can be a tremendously positive experience, but the reality is, there just aren't a lot of them.

Years ago, Kim, you and I went to some of the very first live Christian coaching conferences. Now, we've had a couple here in the more recent years but they have been virtual, meaning they were live in real time but via telebridge and webinar.

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They were not like those earlier days where we flew in or drove in and had a couple of sweet days of fellowship together. Of course those things are extremely difficult to financially break even on when a profession is small like coaching was at that time and Christian coaching in particular, so they are not to our knowledge specifically coaching oriented conferences going on for Christians right now. That's a shame. That's going to change surely but as it does, keep your ear to the rails and be willing to go and participate not only as an attendee but as a presenter, as one to help shape this emerging field as we eventually get more conferences.

**KIM:** Thankfully, there's a whole another category of conferences we can consider attending and those are niche-related conferences. Many of the coaches listening to this podcast today are in specific niches where they bring a level of expertise and knowledge to their coaching, whether it's parenting, leadership, around health related things, business building, etc. I have attended niche-related conferences such as the platform conference I was referencing earlier, which is big on marketing and business building, and I have found them to be phenomenal. I really enjoy getting the very specific information that will help me help my clients grow and improve better.

There's also a side benefit. So along with pressing flesh and being with other human beings and that is often, there's an opportunity to get clients. Now picture, let's say you're a parenting coach. You're at a parenting conference. Well, that's not filled with other coaches. It's filled with parents, pastors, youth group leaders, and just interested parties. You come in and say, "I'm a parenting coach and I'm also here to learn and grow," they are like, "Oh, I need coaching around this. I could use coaching. That's the whole reason they are at that conference was to draw to go deeper in that specific field. When you go in as a coach, it feeds your soul but it also feeds your business. That's a win win.

**CHRIS:** That's an excellent point because there may not be very many coaches at that niche-specific gathering but you're one and you're there among a lot of other people that

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are interested in a niche area that you're in and "Oh, I happen to coach in that." "Really? Wow, tell me more." Great opportunity to open a door.

Well, one of the other things that we really encourage you to look at in terms of trying to strengthen the super power that we have of attending to your professional development is attending small retreats, gatherings, masterminds. Kim and I are of course both members of Dan Miller's small mastermind group and we gather weekly via video for those times with our mastermind members, but we also travel out to Dan's place in Franklin, Tennessee two or three times a year to be with them for an evening and an all day and then part of the next morning. A couple of years ago, here at Professional Christian Coaching Institute, we took a cruise out on the Caribbean and had actually the majority of our faculty and staff at that time on that thing for a week.

Wonderful setting but wow, how much growth we all did as professionals and all of us owning coaching practices because we had that time together. You might have mentioned Michael Hyatt. Michael Hyatt was on that cruise. Dan Miller was on that cruise. Cliff Ravenscraft, Michael Stelzner who we just recently interviewed here, Kim. All of those people were on that cruise. We were there not because it was specifically for coaching, it was something that was around a niche area that all of us shared in common and wow, how many networks were strengthened as a result of being there. Well similarly, last year, again here at Professional Christian Coaching Institute, we did a small retreat of our own. Nearly 100 Christian coaches gathered at the Chick-fil-A Facility down the North Georgia Mountains and we had a three-day retreat down there.

In 2018, we've got another one coming up. We've already reserved space at the Billy Graham Facility and again at Christian coaching. It wouldn't constitute yet an entire conference. We're calling it specifically a retreat, but it's an opportunity to be in gathering with a small number of people who are all doing the same thing you're doing, and so many benefits accrue from that kind of opportunity.

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Kim, I recall one of the conversations that we had out at Dan Miller's place in one of the face to faces there and we were kind of going around the room talking about some of the reasons that we stay in the mastermind, that we keep paying the monthly fees, we keep making these drives and flights out there, and we keep attending, what is it that we're gaining? People were listing off various specific skills, tools, techniques, ideas, and opportunities and all. At a point, I shared that for me, the single greatest gain I get is that very difficult to define but undeniably powerful impact of just being with others, walking with the wise. You know the saying, you show me the people you spend the most time with and I'll show you your future, that we become like those we walk with, work with, and live with.

That train that you and I were just on on conversational intelligence was talking about a thing in our brains called mirror neurons. Our listeners, if you're not familiar with it, it's the phenomenon that we're all familiar with when you're in an interaction with somebody face to face and you begin to recognize that you start mirroring each other's little nuanced actions, voice intonations, eyes opening up wider, little facial smiles or whatever. We can see that people begin to mirror each other's very unconscious or semi-conscious subtle interactions when they are in close proximity. That does not happen when you're reading a book or when you're doing a train at your own pace kind of a study. It only happens when we're in human interaction and that's some of the greatest effect that I get by gathering with others who are doing what I'm doing. We begin to mirror each other's ways of being, each other's ways of thinking, viewing, and interacting and again, we become stronger as a result.

KIM: Terrific points and Chris, if I might add, this might be a good place to mention to those who are listening about the high impact mastermind retreat that we're going to have out at your farm in May. My husband and I had never had the opportunity to be out there. I know I'm very much looking forward to it and we mentioned it not just as a good example but really as an invitation to our listeners to take advantage of one of these High Impact live event opportunities in May 2017. Why don't you kind of go through a little bit of what we're going to be doing while we're there?

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CHRIS: Well, that's an excellent point. Heads up, if you're starting to stray, tune back in here and listen up, but you've heard Kim and I talk before about the High Impact Mastermind Group that we do that meets via video conference 90 minutes every two weeks and we're working with coaches on the launch and growth of their coaching practices. In that sense, it's a very typical kind of a mastermind experience at distance but in real time. We are doing an annual retreat and it is coming up here in May. Actually, we had somebody jump in just this month to the group that has already been running for several months. The door is still open that people can apply to attend this and if they do, the retreat that we're doing is out here on our farm on the foothills of the Ozark Mountains.

Rachel and I live in Missouri not too far from St. Louis. You can fly in or drive in from wherever you are and May 18 through the 20<sup>th</sup>, we will be here for 2.5 days' worth of a very small gathering. That High Impact Mastermind Group that Kim and I do does not have more than 20 people in it, so it will be a small gathering here on the property, lots of amazing meals together, but sharing interaction, white boarding, brainstorming sessions on your business development. We're going to do due diligence analyses of your practice's potential, the niches that you're targeting and how you can gain greater visibility there and/or capitalize upon the opportunities you see.

We're going to do some vision clarifying, not just vision casting. You've already presumably got some of your vision cast if you're joining something like a mastermind group, but in addition to vision casting and clarifying, operationalizing, really zeroing in on specific targeted plans and deadlines, so strategic business modeling exercises. It's going to be a tremendous opportunity and once again, not only that the takeaways in terms of concepts, skills, and business building techniques, but that pressing of the flesh, that spending of time together, that mirroring, that iron sharpening iron, that's a lot of what is built into a face to face gathering such as that retreat. So yeah, good to put in a word for it. If you're interested in that, be sure and go out to the website. We'll talk about that at the end of the podcast here but good plug to put in there, Kim. Thanks.

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KIM: Yeah and this specific retreat if I can just add is really for coaches who are beginning or at the start of their business building journey. Don't feel like everybody there is going to be too advanced. They are all 5-10 years into business building. This particular retreat is actually for those who are at the beginning part of their journey. We would love to invite you and have you all there.

Lastly, let's think about how can you get the most out of whatever life event you decide to attend. We're going to think about it in three different ways – before you go, while you're there, and when you get home. Thinking about then before you go, this is often neglected part of the neglected super power, Chris. It's really understanding that some preparation and thought and planning can help you maximize the benefits you have out of that live event. I would encourage people to set goals before they attend right after they register. What is it I most want to achieve from this event in terms of the information, in terms of the interaction, in terms of the transformation? Why is God calling you to attend this event?

Now that you know that and you have that on paper, go ahead and start to prepare. Read the materials of the presenters. Have they written books? Do they have material online? Do they have workshops? Think those things through and prime your brain to receive the information and transformation that's available to you. Be careful to research if it's a big conference ahead of time to choose the best breakout workshops and the ones you want to attend. This I think is the key to making the success – network ahead of time. Don't just wait and go and serendipitously see who you run into. First of all, check out all the presenters, the people who are running the conference. Get on LinkedIn, get on Facebook. Follow them. Message them, tell them you're looking forward to it.

If God lays on your heart specific people that you really want to connect with, I have just Facebook message them if I didn't have their email and said, "Listen, I'm looking forward to shaking your hand after your workshop" or "Would you have five minutes sometimes over the course of these three days to sit down and can I buy you a quick cup of coffee? I would love the opportunity to learn from you and to sit

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at your feet.” Whatever means available, I would definitely check in with the presenters ahead of time and if they publish a list, and sometimes they do, of fellow attendees, I also connect with them on LinkedIn or on Facebook so that I can see who I’m going to be there with and then the doors are already flung wide open by the time I get there.

CHRIS: And then once you’re there, what do you do in order to capitalize upon the rich opportunity that you’ve invested in but right now, it’s feeling like an expense? You haven’t got the investment out yet. What do you do while you’re there? How do you utilize your time, your energy, yourself to the greatest potential? I’m going to pull a quote here from a book that we use in our business growth course we teach here at PCCI. The book is called *How to Become a Rainmaker*. The reference is to the Indian rainmakers, the ones who would do their little dances and such and supposedly bring the rains that would help the crops to produce and all. In the business world, when someone is able to continually month after month make the sales and open up new markets, they refer to as a rainmaker, so this book, *How to Become Rainmaker*.

Jeffrey Fox has this little quote here that I think is just right on for what I want to say about how you can capitalize once you’re there at the conference. He’s talking here about marketing specifically over a luncheon, but I think you’ll catch the analogy immediately. He says, “If you’re at a cocktail party with customers, you are not there to party. If you’re playing golf with a client, you are not there to play golf. These are business meetings or sales calls or both. You do business at business meetings. Some sales people forget that priority. They actually care what golf score they shoot and at the 19<sup>th</sup> hole instead of closing the deal, they are still talking about that 35-ft putt they made on the front nine. A luncheon meeting with a client or prospective customer is a sales call with tableware. You are there to ask questions, to listen, and to get a commitment. You are not there to sample the prawn shrimp creole or do research for restaurant review. Don’t waste time perusing the intricacies of the menu. Don’t ask the waiter how anything is prepared. Don’t ask the waitress if a ration of bacon is three strips or four. Food is not your focus, the customer is.”

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Well in this case, we're not looking for customers. We're at professional development thing but the relationship is the gain that you want, the opportunity to connect as we've been talking about there. Be sure that when you go, I don't care how nice the resort is. I don't care if it's a five star. I don't care if they've got an amazing pool, workout room, or whatever. Unless the people that you're looking to connect with are there, go to your gym back home. Be with people who are doing what you do, who can be iron to sharpen your iron, who can open doors for you, who can help you with collaboration on projects because that's where they are. That's where the opportunity to have breakfast, lunch, dinner, coffees, ice cream runs, frozen yoghurt, whatever your thing is. You can get with so many people when you're at a conference, so capitalize on that from sun up until way past sundown. Yes, you become physically rundown but mentally, emotionally, spiritually, because these are others who are like you and you are looking to grow, you will have stretched and developed the super powers of your coaching, marketing, and business abilities tremendously. That's where you start to get the investment return from the time money and energy that you're pouring into this event.

**KIM:** Terrific and then here's the one that I sometimes fall down on, Chris, when I get back home. Have you ever noticed that re-emersion into the atmosphere of home can be brutal sometimes? All the emails that have piled up, all the phone calls that are to return, all the to do's that did not get done. I've been known to go to these conferences which are wonderful opportunities, come back, really reentered my environment and neglected to follow up. I think the key word is "plan time for follow up when you get back home." Leave a half day, a day, whatever it takes blank on your calendar. Plan it when you plan to attend the event so you can come home, look in your journal, write down your ideas, capture the things that were most important to you. Email the people that you met and follow up with those things before life begins. That's the way to really maximize the conference.

**CHRIS:** Well, we hope this has challenged your thinking perhaps on the value that is to be gained by investing financially and time wise and energy wise into face to face opportunities for professional development. We do believe that it is a neglected

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super power. A lot of times, people in looking skeptically at coaching as a profession and even not mean to criticize openly Kim or myself, or others, but we will hear them raising their “yes, but’s.” People will say, “Well yes, but you’re Chris McCluskey or you’re Kim Avery,” as if we’re – I don’t know. I don’t know what it is they think we are, super heroes or something. If we’ve got any super powers, it’s a) by the grace of the Lord and it’s b) because we’ve worked to develop strength because of investing ourselves in things.

There’s that word again, investing ourselves in things that can open doors in new learning, new understanding, new mastery of things, new relationships, new opportunities, and a lot of that has come through that old saying, “It takes money to make money.” You have to be willing to invest financially, time wise, and energy wise if you’re looking to gain time in your life and energy to enjoy the things that you really wanted your life to be instead of just working like a drudge all of your days because you’re too afraid of spending any little amount of money that you tell yourself you don’t have when in fact, that might be the very thing that could begin to finally pull the cork out of the bottle so you could generate some income. You need to, again, not spend, invest. Look at face to face professional development opportunities as a tremendously valuable means of growing the business that you’ve envisioned and you believe God has actually called you to.

Now if this has got your juices flowing and you’re excited about something, I’m going to pull us back to the discussion we had just a moment ago about the High Impact Mastermind Group that Kim and I facilitate and that retreat that is coming up here. If you want information on that, if you think you might even be just interested, there is simply an application process. It’s free to apply. We review these because we’re trying to protect the milieu of this group. We are looking for a certain kind of serious and invested coach who wants to really build a thriving business. We protect and guard that mix of this group, but you can apply for free online at our website. It’s at [ProfessionalChristianCoachingToday.com](http://ProfessionalChristianCoachingToday.com). If accepted, of course there is a fee. All of the information about the group is out there, but that would plug you into

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that ongoing video conference group and allow you to come to the retreat out here on the farm. What fun is that going to be, huh?

KIM: Right and so when they are on the website, let me just add, if you're looking for the High Impact Mastermind Group, we use the initials, HIM, call it lovingly the HIM Group and you'll find that sidebar graphic in the right hand side of that webpage at [ProfessionalChristianCoachingToday.com](http://ProfessionalChristianCoachingToday.com).

CHRIS: Until next time, gang. Keep raising the standard of coaching and changing the world.

KIM: God's richest blessings to you.