

*Is hiring a **Coach** right for **YOU**?*

eGuide

Also learn about other types of resources, along with their advantages:

Mentors
Consultants / Business Coaches
Peer-to-peer CEO groups
Psychologists

Quotes on the value of coaching:

“I never cease to be amazed at the power of the coaching process to draw out the skills or talent that was previously hidden within an individual, and which invariably finds a way to solve a problem previously thought unsolvable.”
John Russell, Former Managing Director, Harley-Davidson Europe Ltd.

“The Manchester survey of 140 companies shows nine in 10 executives believe coaching to be worth their time and dollars. The average return was more than \$5 for each \$1 spent.” The Denver Post

“Everyone needs a coach, whether it’s a top level executive, a graduate student, a homemaker, a homeless person or the President of the United States.” Anthony Robbins

“A coach may be the guardian angel you need to rev up your career.” Money Magazine

“Coaching is unlocking people's potential to maximize their own performance. It is helping them to learn rather than teaching them.” — John Whitmore

“A coach is part advisor, part sounding board, part cheerleader, part manager and part strategist.”
The Business Journal

“Who exactly seeks out a coach? Winners who want more out of life.”
Chicago Tribune

“Coaching is a unique process of human development, one that works to change a person’s life for the better and help him or her achieve a number of specific objectives.” Ian Berry

CEOs like Steve Jobs, Oprah Winfrey, Eric Schmidt, Bill Gates, Hubert Joly (Best Buy), Brian Cornell (Target) all sought out coaches to help them up their game.

“The benefits of coaching appear to win over even the most cynical clients within just a few weeks.” Money Magazine

“The mean ROI for companies investing in coaching was seven times the initial investment.” PwC (PricewaterhouseCoopers)

“What’s really driving the boom in coaching, is this; as we move from 30 miles an hour to 70 to 120 to 180...as we go from driving straight down the road to making right turns and left turns to abandoning cars and getting on motorcycles... the whole game changes, and a lot of people are trying to keep up, learn how not to fall off.” John Kotter, Harvard

Comparing different types of resources:

	Coach	Consultant	Mentor	Peer-to-Peer Mentor Group	Psychologist
Definition	Helps individuals (and teams) set and achieve goals by helping them learn to rigorously reflect on their behavior and thinking. Coaches may have expertise in executive leadership, career, life (or all of them like me).	Helps a client make informed decisions by bringing content expertise to the client's particular situation (E.g. sales, marketing, strategy, finance, process). Some call themselves a business coach.	Helps individuals by sharing their own expertise and experience, acting as a sounding-board, and can also give feedback.	Typically a monthly meeting of 10 to 16 CEOs facilitated by an executive mentor, and sometimes 1:1 meetings with the mentor; guest speakers are often brought in. Great way to learn & discuss various topics.	Have the professional training and clinical skills to help people learn to cope more effectively with life issues and mental health problems. Using a psychologist, coach, mentor, etc. is not a weakness but a sign of strength.
Content Orientation	Aware. The coach holds up the mirror (by asking questions) so the coachee themselves can reflect upon content.	Expertise. Has subject matter knowledge and expertise in the areas where they consult.	Experience. Shares own experiences with mentees, and can use own knowledge to ask relevant questions.	Knowledge. Experience. Sharing of expertise and experience in various subjects.	Aware. Expertise. Learn about your condition, moods, feelings, thoughts and behaviors - & develop healthy coping skills.
Typical Frequency	Weekly to twice-monthly	From 2-hour project blitz to part time employee	Varies greatly from monthly to yearly, often lasting for years	Monthly all-day meeting as group, and monthly 1:1, 2-hr mtg	Weekly to monthly
Price	Hundreds to thousands per month, depending on goals, frequency and coach. Some mid/ large size organizations pay for coaching for some leaders.	Usually fee is per project or per month, and varies greatly by consultant. Do your due diligence and be wary of wild promises to grow your business.	Free if you ask someone to be your mentor. Some large organizations pay for mentors for some employees.	Typically \$1k to \$2k/month	Hundreds per month or just copay if covered by insurance.

Free local resources for entrepreneurs:

Explore local resources available available to you.

For example, Google the following if you live in Minnesota:

- LaunchMN
- Twin Cities Score
- Minneapolis Business Mentors
- Minnesota Chamber of Commerce

Inform me of others - I'll add to the list - thanks!

Is Coaching Right for You?

- 1) **Growth Mindset.** If you believe in learning and growth – and have an open and growth mindset (versus a closed mindset in which you think you already have most of the answers), coaching may be right for you.
- 2) **Brains are Awesome.** Both genetics and the environment interact in the brain to shape our brains and influence behavior. Coaching can be thought of as a strategic tool to facilitate change and is often an effective means of shaping neural pathways. The networks of our brain associated with emotions and memories such as the pre-frontal cortex, the amygdala, and the hippocampus are not hard-wired — they are ‘plastic’. The brain prunes and tunes its connections in response to the experiences it has. This concept of brain change is now much more understood and established in neuroscience and is often referred to as neuroplasticity. Ample neuroscience research supports the idea that our brains remain adaptable (or plastic) throughout our lifespan. If you’re open to processing how nature and nurture are affecting your behavior, decisions and progress, then coaching may be right for you.

Self-Awareness AND Connection with Others is Massively Important. Your understanding of yourself – your confidence, self-esteem, how you come across to others – and your understanding of others – their intentions, motivations, and how to connect and earn trust with them for mutual benefit – is powerful. As human beings, we value our individuality yet know we live in constant relationship to others – which plays a significant part in regulating our emotional and social behavior, how we learn, and how we achieve things together. “We are starting to better understand that we have evolved as social creatures with interwoven brains and biologies. The brain itself is very much a social organ and to really understand being human, we must understand not only how we exist with others, but how our brains, themselves, exist in relationship to other brains.” (Louis Cozolino) Most entrepreneurs struggle trying to do too much themselves. Successful CEOs know that when they have the right people around them, stuff gets done and they don’t have to use precious brain space to figure everything out themselves. If you see the value in better understanding yourself and others for mutual results (you don’t need to understand neuroscience), then coaching may be right for you.

The Time is Right for You. If you are going through any changes or see a need to accelerate growth - or are ready to explore new thinking about yourself, others, ideas, or strategies - or believe the data and science that shows coaching works, with greater than 90% of those coached saying they would do it again - then coaching may be right for you.

Choosing a Coach

1. Know what it is you want to be coached on. What are your goals?
2. Decide what credentials matter most to you.
3. If you want someone to just tell you what to do with your business, hire a consultant.
4. Do some research and ask yourself if this coach can help you achieve your goals.
5. Does your gut trust the coach?

How does coaching work with Andy?

Our process, developed over the last 40 years with my business partner Richard Bents, PhD, has proven to help leaders (along with teams and organizations) achieve change and transformation, and accelerate the achievement of goals. It is also the basis of our upcoming book I TRUST. There's a lot of science to effective coaching. We enjoy learning about the research/science/neuroscience of leadership and change.

I suppose every generation says there's a lot of change, but we say it's increasing with the pace of technological, cultural and governmental change, and the more support and knowledge we all have to get through whatever challenges we face - or opportunities we're striving for - the better.

I like to use a few questionnaires that jumpstart your self-awareness and allow me to more quickly accelerate your progress. Typical assessments measure personality, behavior, and character – along with developing a personal vision, mission and values. You can trust me to be “all-in” with your development and results.

Who is Andy?

I am an executive leadership coach (individuals and teams). I enjoy researching human connection (connection with self and others) and researching trust – the #1 variable in high-performing teams (self-trust, being trustworthy, and trusting others). I love helping people exploit their human potential to get the results they are looking for. I am so grateful to work with amazing clients – unique in their own way – and **I'm ALL-IN** in supporting you. My values are family, community, optimism, learning and results/progress.



After a 20+ year career as a business executive developing successful global leaders and teams, I love helping clients accelerate goals and legacies. I enjoy coaching individuals and teams at both large organizations and startups – even some solopreneurs – I love the variety. People fascinate me and I love to shape the future of others in positive ways through coaching and leadership development. After exploring your challenges and/or goals, I typically use some simple but powerful assessments as a start to partnering with you. I combine business and theoretical expertise. I enjoy human behavior, neuroscience and learning how our brains work. I can provide measurement and documentation of progress - and often - transformation.

During my 20+ year "in-business" career, I built engaged, trusting and collaborative cross-functional teams resulting in 5 straight years of double-digit sales and profit performance. I have a Bachelor of Science degree in Mechanical Engineering from the University of Minnesota and an Executive MBA from the University of St. Thomas in Minnesota. I enjoyed a wide variety of roles in engineering, quality, sales, marketing and executive management. I lived & worked in Germany with my family as Managing Director of CPC GmbH and Global Vice President of Sales & Marketing. I worked for a successful company that made precision products serving vertical markets including Medical Device, Biopharma, and many other markets. I spent ~10 years with the entrepreneurial founder and ~10 years as part of a fortune 500 conglomerate.

I am certified as a holistic executive/business/life coach. I love to see clients come alive with new thinking and energy to reach their goals, leading to breakthrough business and personal performance. At various times I've used four executive coaches for various aspects of business and life, and have worked alongside many other successful coaches. This brings broad perspective and techniques for working with you.

I'm a proud husband and dad of a 10 year old daughter, Paisley, and 16 year old son, Calloway. We also made a Covid purchase of a bearded dragon in 2020, named Ziggy (aka Sir Ziggerton the Grand Dinosaur). We live in Arden Hills, MN and enjoy sports (participating and watching), music, family and friends.

Next steps?

Let's chat!

Some of the many exploratory conversations I have in introductory calls...

- Questions about me or how coaching works
- A current challenge you are having (growth/profitability, meeting goals, people, process, strategy, etc.)
- Feeling stuck due to confidence, team dysfunction, being lonely at the top...
- Elevating leadership (your own or your team) to influence others and get results
- An actual coaching session to see what it's like to be coached
- Dozens of other things that have become a challenge in 2020 (and 2021)

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