



VETTING SERVICE HELPS COACHES CROSS ALL BORDERS

European business people seeking life coaching are benefiting from the services of overseas coaches without the need for travelling. Well over 90% of trained coaches are now prepared to offer their services over the telephone, and many of them believe this approach is even more effective than face-to-face appointments as well as being more convenient.

UK based life coach Barbara Dalpra, who is deputy CEO of the European Coaching Institute (ECI), says "There has been plenty of research done that shows that people tend to open up more over the phone and allow their true emotions to come out because they can't see who they are speaking to. They also don't have to pay for travel or to spend time clearing their desks. "

"Although untrained coaches might not have the necessary techniques, virtually all trained ones now do teleworking and some are even starting to work via email, although this is still a trend very much in its infancy. As with all life coaching, the attractions are the ability to express your wildest dreams to someone who is 100% on your side, knowing that they won't tell anyone and do not have their own agenda."

The telephone approach does not, however, provide the opportunity to look your coach in the eye, and this can be perceived as a significant disadvantage in an industry which has suffered from its fair share of bad press and which is still not governed by any pan-European statutory regulation.

Nevertheless, the ECI has now found a way around this problem by providing details of suitably qualified coaches based throughout Europe on its website

www.europeancoachinginstitute.org

Unlike counselling, which focuses on what has gone before, life coaching is concerned with what is happening in the future and with establishing goals. Coaches, who listen and challenge as opposed to direct and judge, can use their motivational skills to help individuals achieve business and personal goals.

Their services, which can be paid for either by employers or employees, cost between Euros 200 and Euros 700 for a 45 minute session, but research has shown that the outlay can produce a return on investment of over 500%. Indeed, once the financial benefits of employee retention are also included, this may be nearer 800%.

Edmund Tirbutt
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**Case studies and further information can be obtained from Barbara Dalpra
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NOTES TO EDITORS

- * The ECI was founded in 1999 with the aim of enabling people choosing a coach to have a quality standard
- * The ECI has over 700 members worldwide, all of whom must have completed a suitable training programme
- * In addition to providing quality standards, the ECI also has a structured complaints procedure
- * The ECI is in talks with European governments about achieving statutory regulation for life coaching on a pan-European basis.