



## **STAYING THE COURSE:**

*What Coaches Can Do in the Time of Covid-19*

**Ann Betz and William Arruda**

# What's Up...?



What's happening to people and organizations?

Personally  
Logistically



What is the role of coaching?

Top ten reasons coaching is more critical than ever



What is the opportunity for us as coaches in this time?

Where can we serve?  
How do we make sure people understand our value?



Where should be be focusing our energy and resources?

Investment in ourselves  
Differentiators



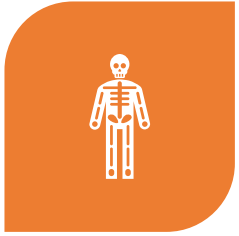
# What's Happening to People and Organizations?

What's the view from  
your window?

Type in chat the  
themes you are  
noticing.



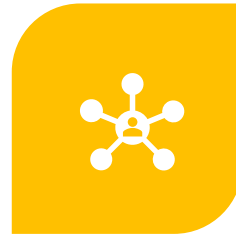
# What's Happening to People and Organizations?



Stress as a result of social isolation, fears about the economy and health, general uncertainty, need to adjust to new rules and roles, and occasional (or pervasive) emotional overwhelm



As parents, managers, service providers, salespeople, etc., our clients often have their value measured by how able they are to fix things for other people. This time can be incredibly depressing and paralyzing if you can't fix anything.



Zoom is NOT providing the true social connection we are longing for, and is taxing our brains in various ways, making work more exhausting than usual.



Many of us are running on adrenaline.



People and orgs are hunkering down, streamlining, and cutting costs.



## **Why Might Coaching Be Even More Important Now?**

What do you think?

Type in chat reasons you  
can see coaching matters—  
maybe even more than  
usual.



## Ann and William's TOP TEN Reasons Coaching Matters

(Maybe Even More Than  
Usual)

1. Many tools and techniques of professional coaching are scientifically proven to reduce stress.
2. Coaching helps people process what is going on.
3. Coaching helps people find their own resilience and capacity, even when they can't change the external landscape.
4. The small amount invested in coaching during a crisis will pay off in terms of larger gains.
5. Giving managers and leaders coaching provides a noticeable ripple effect.
6. This will most likely lead to permanent changes for individuals and orgs, and coaching is the best way to integrate change.
7. Organizations need to be able to retain and develop top talent.
8. Coaches help people get unstuck and move out of fixed patterns or mindsets.
9. People are thinking about purpose and meaning as a result of this crisis.
10. People will be using this opportunity to make major life and work changes and will need a coach to help navigate this change.



# **What is the opportunity for us as coaches in this time?**

What do you think?

Type in chat the  
opportunities you have seen  
(or can imagine) for how we  
can serve and/or how we  
can help people understand  
our value.



What is the  
opportunity for us  
as coaches?

How can we serve?

How can we help people  
understand how critical our  
work is?

1. Speaking to clients and orgs about their biggest challenges right now—as usual, but be prepared with a thoughtful response (perhaps based on science).
2. Thought leadership about the value of coaching.
3. Exemplifying a values-driven life during this time.
4. Finding ways to serve using our skills (huge mental health needs during this crisis).





**Where are the smartest  
places to place our  
energy and attention  
right now?**

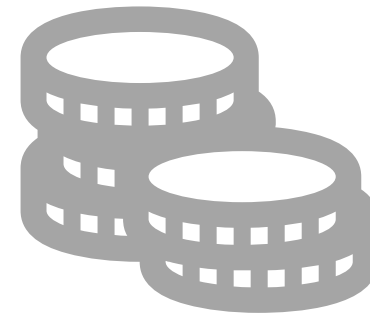
What do you think?

Type in chat where you are focusing your efforts (and why) in terms of your coaching business.

# Where Should We Be Focusing our Efforts?



Creating differentiators for ourselves  
(advanced study, thought leadership)



Investment in our businesses



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Watch for This Year's ICF Advance – October 2020!

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