



Why you would want a life coach

15 July 2025

Now of course I am going to be biased because this is what I do as a full-time job. And have done for the past 15 going on 16 years now. It is also a career I absolutely love and thought about a lot before embarking on the journey. Having spent my whole life working in the fields of psychology and business, in some ways, it was not a difficult decision. But there are other careers I could have chosen. So, why this one? I did work for a long time in research, in management consulting, and in corporate positions. However, having my own business helping people to live their best lives is something I have imagined doing since I was 12 years old. Wearing my career coach hat I often get people who are struggling with finding the right career for themselves ask me when I knew what I wanted to do. I imagined doing what I am doing at the start of my teens, although I only went into life coaching at around age 44. Having had the benefit of life coaching, nothing has made such a difference in my life as what I learned. In every aspect of my life – career, relationships, personal development, social, and even health, things improved. Below I want to share some of the benefits that everyone can get from having coaching.

1. Personal coaching (which could be life, career, executive, or some other special focus) will help you learn how to reach your goals in life. How we get ahead in any aspect of life is by setting and reaching goals. Then setting and reaching bigger goals. And so on. Personal coaching teaches you the steps to follow to reach your goals. This is invaluable learning. You can go on to set bigger goals for yourself and achieve them. Unless you have personal coaching, you are unlikely to know how to ensure you can achieve your goals.
2. We all self-sabotage in some way. Usually, we don't know how we do this, but we suspect that we get in our own way. A coach will help you identify where you do this and help you correct it. For most people this makes an incredible difference in their lives, because where we self-sabotage usually runs across many areas of our lives. Knowing where you go wrong and correcting it makes for an immeasurably improved life in the long-term.
3. A coach teaches you skills that you may not have. During coach training a lot of skills, tools, and techniques are taught. These probably should be taught in schools, but they are not. Through a coaching programme you can learn important skills that you will use in many situations to help you get ahead in life.
4. Your mindset is critical to your success and happiness in life. Coaching helps you change and build a more empowered mindset where you believe you can achieve your goals and can reach for your dreams. It also helps you learn how to overcome blocks in your thinking and a negative mindset.

5. A personal coach is more objective than say, your family, your friends, your colleagues. They tell it like it is. And you want that honesty, because that is how you grow. Coaching is about being supportive and challenging. It is helping people believe that they can achieve what they never thought possible.
6. Coaching is action oriented. You don't just talk. You have to do things that move you forward in life. As such there is action to take in-between sessions to help you learn new habits and skills and make the changes you want to make in your life. These action steps that you will take help you make permanent changes for the better in your life.
7. Because of the focus on achieving your goals and taking action, personal coaching helps you build new habits that make it more likely you will be proactive in having the life you want. The process itself has steps that enable you to build new habits.
8. Through the process of coaching, you learn how to coach yourself. You learn how to reflect on your thoughts, feelings, and actions. You learn how to change your thoughts and feelings and actions that don't work for you. You learn the right questions to ask yourself to get unstuck. You learn how and where to find resources which help you achieve your goals in life. The process automatically helps you build confidence and a "can-do" approach to life. You learn how to take action, you learn how to approach obstacles and blocks in your life, and you learn to persist.

So why would you want a personal coach? Because becoming the best you is going to give you a better life. We get one shot at life. Every day that passes is another day less we have. You want to enjoy your life. You want to feel happy and successful and fulfilled. You do not want to have to look back on your life and see that it was full of regrets and recriminations. You want to embrace life with both hands and live it to the full. You need personal coaching in order to learn how to do this.