“People come to coaching for lots of different reasons  
…But the bottom line is change”  
- Whitworth, Kimsey-House and Sandahl, Co-Active Coaching

[Click here](#NeedsAx) when you’re ready to proceed to your Needs Assessment.

There is a valid, important reason why you have reached out. If I were to guess, I imagine it is because you are not getting the results or outcomes you want to experience in your professional life. You have worked hard to build your knowledge base and hone your technical skills – yet you’re not getting the outcomes you expected.

I know because I’ve experienced this, and continue to experience this as I engage my vocation on a regular basis. I have applied, and have failed to apply, the principles we’ll discuss in our coaching session. It is through my observation of when I’ve failed to apply these principles that I am able to harness their lessons and to share them with you.

**What Coaching is. What it is not.**

Coaching is not about me pretending I know more than you, or am somehow superior in managing a practice. It’s about working with you, colleague to colleague, to help you face your challenges, to recognize your resources, and to work with you to climb your practice-building mountains. I can provide an objective lens to your barriers.

Before we meet, let’s set up the coaching environment so it remains a safe, effective and inspiring space for you to experience growth, courage, and change. There are four parameters to this space – confidentiality, trust, veracity, and spaciousness.

**Confidentiality**. If you are going to risk making significant change, you must feel able to risk talking freely about your life. Coaches can build a sense of safety by creating space for encouragement, non-judgement and honesty. All records and conversations are kept in strict confidentiality, and I will never disclose any details of our conversations without your expressed permission.

**Trust**. Trust is developed over time, and is built through integrity – doing what we say we are going to do. As your practice coach, I earn your trust by keeping appointments, providing what I say I will provide, and recognizing you as a capable and resourceful person striving to live up to the life you say you want. You earn my trust through the same actions.

**Veracity.** A place that is safe and open to the risk of expressing oneself must, by definition, be a place where the truth can be told. It’s a place where you can share what you’ve acting on, or haven’t acted on, without judgment. I will merely tell you what I see.

Sometimes you are so close to your situation, you may not see the problem, or effective solutions clearly. This is a relationship where you can count on being dealt with in a straightforward and honest way.

**Spaciousness.** Your practice is an integral part of your life. There is no need for “shoulds” or “musts” - this is a space open to wide-ranging possibilities and beyond any current limitations you may be conceiving.

I am unattached to any path or protocol you take to reach your goals. My ultimate concern is what you do with the learning.

During our sessions, we’ll talk a lot about skills, support and systems – three foundational legs upon which your practice is built. My role is to help you assess where you are, identify where you can be stronger, and help you find the resources to building that strength.

“There is no consequence of truth other than   
growth and learning”. - ibid

**For Your Coaching, we will employ three simple steps:**

1. You reach out with a problem you need help solving. You complete the needs assessment as fully as possible.
2. You and I agree on a date and time for a 60-minute phone consultation. We use this time to further clarify the problem, identify any other barriers and create together effective options you can act upon.
3. I provide you with a verbal summary of our dialogue and recommendations. I may provide additional resources to help you address your problem effectively.

We may require several sessions to deal with the main problem and its underlying components. I have no requirement of you in how fast you learn and apply, or whether you apply the tools or not.

I’m here to help you create the options, and you decide what to do from here.

**Your Coaching Investment**

Initial session (approx 60 min) $100/session+HST  
Subsequent sessions (approx 30 min) $50/session+HST

Group sessions may be available from time to time.

Payment can be made by e-transfer or via PayPal invoice.

**My Commitment to You:**

**Responsibility** – You understand that you are completely responsible for your choices. I can provide information and ideas, but ultimately the decision – and the consequences of that decision – is entirely up to you.

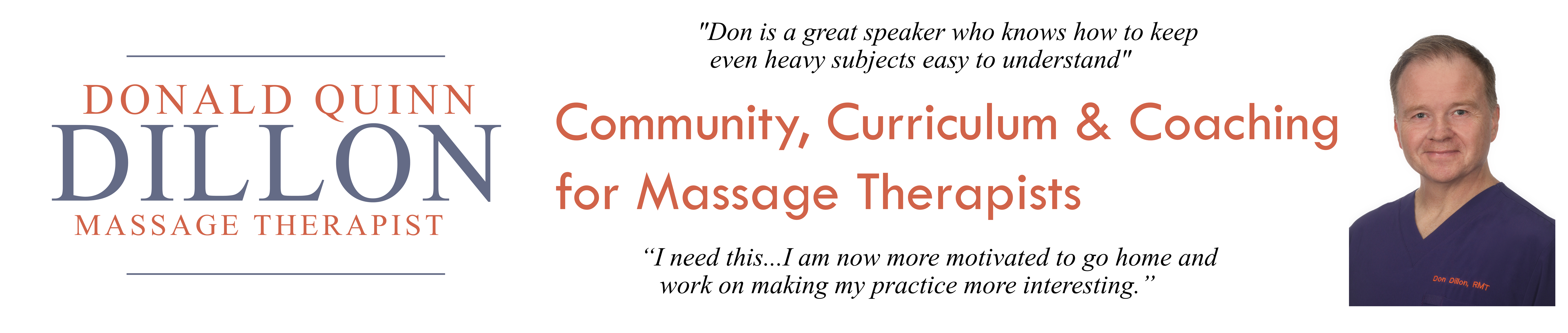
**Satisfaction** – My goal in every session is to serve you. If you’re not satisfied with a session, we will figure out together what you would need to come to satisfaction, and the subsequent session will be with my compliments.

**Liability** – I assume no liability whatsoever for your actions, but I do promise to bring my expertise and compassion to every session to help you reach your decisions and take your appropriate actions.

Your commitment: “I agree to engage in this coaching experience with the full awareness of my objectives and responsibilities.”

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Your name Date



Practitioner and Practice Needs Assessment

**Dear colleague,**

Thank you for reaching out. I’m eager to assist you with your practice problem! Before we get started, let’s clearly identify the problem you’re experiencing with the following questions. Write as much as you want…don’t be limited by the space!

|  |  |
| --- | --- |
| What do you see as **the primary problem?** |  |
| **Why** is this circumstance **a problem?**  **What would you prefer** your circumstance to be? |  |
| **What have you already tried** to resolve this problem?  **Outcomes** of applying your solutions? |  |
| What **other problems** exist? |  |
| **Sector served?** (Spa/wellness, rehabilitation, athletics, mobile) |  |
| **Role**: Contractor “freelancer”, employee, rent/lease or owner/operator? |  |
| **Who works with you?**  Eg: associates/fellow employees/other disciplines  What is **your relationship to them?** |  |
| **Rate your level of expertise**:   1 - unsatisfactory  2 – poor  3 - satisfactory  4 - good  5 - excellent | attracting new business \_\_\_\_\_  retaining existing business \_\_\_\_\_  generating more business from existing patrons \_\_\_\_\_  negotiating agreements \_\_\_\_\_  communication skills \_\_\_\_\_  balancing personal and business goals \_\_\_\_\_  creating and understanding your financial picture \_\_\_\_\_  building business relationships \_\_\_\_\_ |
| **About you:**  Age: \_\_\_\_\_\_\_  Population of city/town your business resides: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Number of years in practice: \_\_\_\_\_\_\_\_\_\_\_\_  \*Net Revenue, average last 3 years \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Greatest aspiration for your practice?** |

**Thank you** for your information! Once we receive your initial survey back, we’ll set up a time to create strategies together to solve your problem.

I greatly look forward to working with you!

Donald Quinn Dillon, RMT

\*Net revenue = total earnings minus all business expenses for the year. It’s optional for you to disclose, but make sure you know this number, and if it’s enough for you to cover all your personal expenses.