

JACK OF MANY TRADES

Accomplished creative seeking mid-life career focus and strategy

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My coaching experience has helped me connect to my value, interests and priorities. In addition to giving me tools to support me in defining my goals, coaching has made me aware of patterns and ways of thinking that are not serving me effectively anymore. Through our work together, I can feel myself remapping my thinking in a way that does serve me and my aspirations.

—Jack

Lessons from a Mid-Life Explorer:

- ✓ Give yourself the time and space to imagine the life you want without focusing on obstacles or challenges
- ✓ Make a list of all goals and priorities and indicate the ones you feel you “must” accomplish vs. the ones you “want” to accomplish. Ask yourself if there is a way to turn the “musts” into “wants.”
- ✓ Observe your process of achievement and define it as much as possible. Knowing how you get things done is critical in creating a strategy that is sustainable for you.
- ✓ Connect difficult or challenging tasks to rewards – embed an understanding of how completing them benefits you.
- ✓ Assume success is inevitable when you apply focus, time and attention to a goal you have defined.

THE CHALLENGE

Jack is an accomplished storyteller with an active mind filled with creative and practical ideas for making money and enhancing his impact. While he has no shortage of ideas, he came to coaching looking to gain clarity and focus on what his top priority goals and activities needed to be in the coming year. Jack is multi-talented and has worked successfully in advertising, politics, media and film as a director, producer, and writer. He is also a dedicated father to two teenagers a few years away from entering college. His goal is to work consistently as a storyteller while having enough income to support his family's financial needs.

THE CHANGE

The first task Jack tackled was to define his goal as specifically as possible. Coyne Coaching provided him with a workbook of exercises and thought provoking questions designed to help him identify his values, his priorities and potential obstacles. Once a SMART goal was defined, Jack worked on filtering his daily to do list through his stated goal and priorities. Coaching sessions were designed to give Jack the opportunity to discuss his process, refine his goal, update his action plan, measure progress and acknowledge insights and challenges.

Throughout the engagement Jack became more aware of his process and how easy it was for him to become distracted and off track. Upon deeper reflection Jack connected this to his need for immediate reward and observed that he favored activities and tasks gave him instant satisfaction or reward. In response to that, Jack highlighted tasks on his daily to do list that lacked that “reward” and then consciously create a reward for those tasks.

THE IMPACT

Throughout the coaching engagement Jack developed a much deeper understanding of his daily work process. He has a great discipline around task management and a keen understanding of what needs to get done. The coaching helped him see that getting very clear about his goal and priorities was the missing link in his daily process. His insight about the need for reward has made him much more aware of what motivates him and he tries to utilize that to its utmost advantage.

Jack is reinvigorated and focused on gaining creatively and financially rewarding work. He is currently pursuing a series of viable opportunities and continuing with coaching to provide accountability and check-ins. As a result of his coaching work he is open to opportunities he would not have been before.

Please note: The names of clients, their employers and certain identifying details have been changed to respect their privacy and maintain confidentiality.

Change your mind. Change your life.

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