

## Coaching Is An Individualized Craft

By Kathy Duncan

A great coach is both a confident leader and a careful listener. By listening to a clients words, the coach can discover what type of learner or thinker that the client is, and what catch words will bring them to faster success in their life endeavors.

There are three types of learning styles. They are visual, auditory, and kinesthetic (or tactile.) If the coach is a visual learner, they may tend to lean towards their own style of learning to get a point across.

By asking the client “do you *see* what I mean?,” when the client is repeatedly saying “I *hear* what you are saying,” the coach is missing the best cue to the client’s success. This client is likely an auditory learner, hence using the word *hear* to make their point.

When working with any client, a coach should try to balance each learning style in order to cover all of the methods for success. For example, if you know that your client is an auditory learner, you might find strategies that will attract their interest in success. Audio affirmations and meditations with key words would be beneficial.

If you watch television commercials, you will begin to notice that they not only use words and pictures, but they use words like “feels soft, like a baby’s skin.” This not only attracts the listener, but those that relate well to products by their touch, or even their promise of a soft or nice feeling touch.

By understanding how to make it easier and more comfortable for a client to participate in their own life changes, they will come more quickly, and will last. Unfortunately, they do not normally test us in elementary school to find our best individual learning style, or life would be much easier for us and our teachers all the way through school.

There is a free online test available called the VAK (visual, auditory, kinesthetic) Styles Self Assessment Questionnaire at a site called [www.businessballs.com](http://www.businessballs.com) This information is helpful to understand what yours or your client’s personal learning style is.

Even more interesting, without knowing this particular thing about ourselves, we generally choose a a profession and even products that go well or are advertised well to our personal style. The auditory person is often not only attracted to becoming a radio personality, but they are the person that remembers their first phone number, the 10 commandments, and the names of every person that they ever went to school with.

