

Bruce's Coaching Principles.

1. IT IS ABOUT YOU NOT ME

Of course, it is of the utmost importance that we match in terms of approach and goals, but after that you are the focus, and your goals are the only targets in sight. Be wary of anyone who spends most of the time telling you how great they are and what they have done. It may not be me, but partner with a coach who puts you first and spends the time required to understand you and your goals.

2. THE BEST LEADERS ARE THE BEST PEOPLE

Without question the best leaders understand that their number one responsibility is the safety and wellbeing of their people. Whether it is teams they lead or 1:1 individuals they coach, they realize their ability to impact, and they understand that the intersection of their personal and professional lives is where the greatest impact lies. They invest time and energy to help others develop into the best possible versions of themselves — both at work and at home.

3. THE GREATEST JOY OF LEADERSHIP IS FOUND IN SEEING THOSE WE INVEST IN DO WELL

I stay in touch with many people who have worked for me in the past, or with whom I have had a coaching relationship. I do that because my greatest joy is seeing people I have worked with and invested in reaching their full potential.

4. THE BEST LEADERS LEAD THEMSELVES BEFORE LEADING OTHERS

To be a great coach you must understand yourself first. It is surprising how when we do not take the time to get in touch with ourselves and lose sight of who we really are. For you to achieve the results you are looking for, you want a coach who will challenge you to be honest with yourself. You want to be sure that your coach has done the same. By starting with a better understanding of how they think, believe, and feel, coaches can improve their relationships, commit to necessary actions and ultimately deliver better results.

5. THE PRIZE IS THE JOURNEY

The coaching journey is taking you from where you are to where you want to be. While we set goals from the outset, which we strive to achieve, great coaches realize the real prize is the journey not just the destination and are humble enough to know there is always room to improve.