

choice

the magazine of professional coaching

Social Responsibility Through Coaching

How coaching is
transforming the lives
of the vulnerable

Coaching Leaders
in Nonprofits

Social Entrepreneurs &
Leadership Coaching

Helping the Helpers

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Ripples on the Water

The social impact of coaching

The ripples go and on. This is a statement we are all familiar with and it is a great reminder that what we all do does really matter. It's important as coaches to realize how far the ripples from a coaching session really are able to travel.

Think about the clients you have spoken to this week, over the last month, throughout the past year and (if applicable) clients you have worked with over many years. Now just pick one client – any one will do. Think about this client and consider the significance their sessions with you have made on the choices they have made in their life. Now expand this thought out to the people that this client is in relationship with: their partner, children and close friends. Recognize how your client's choices are impacting these people directly – so much so that it is almost as if those people are coaching with you, too. Move out a bit further to the extended relationships of your client, such as their co-workers and neighbors. Do you recognize how their coaching sessions with you and the changes they are making in their life are impacting these other people on a regular basis?

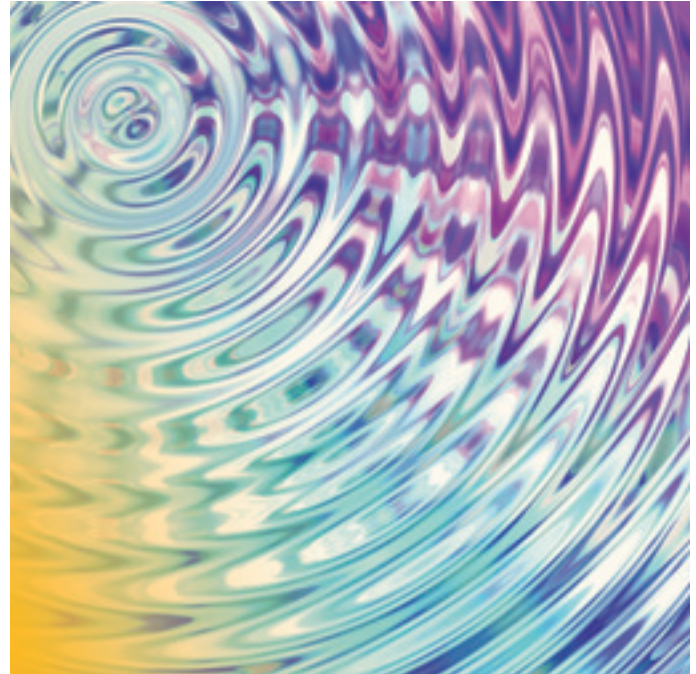
Let's do some simple math by putting some numbers to the ripples reaching these relationships and then begin to realistically see the social impact coaching actually does make. Your client may have close relationships with five people and extended relationships with 16 people, so being very modest we are easily up to 21 people. I am just getting started here, so let's keep adding up to see how far the ripples of coaching with you may possibly go.

The person you are coaching is also going through their life and bumping into people along the way – at grocery stores, restaurants, doctor's appointments, their children's school, and

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so on. In the course of a week, how many people do you think each of us just casually comes into contact with? Again, we will be modest and we'll just say three per day, so three people times seven days in a week gives us 21 plus our initial 21 brings us up to 42 people who are feeling the ripple effect of the coaching conversation you had with this one client.

Now, let's rise above all of this to see an even bigger picture. Watch the ripples travel out into the world, touching more and more people as each person comes into contact with others. Modestly your one client is coming into contact with 42 people each week and the differences they are making as they move into responding more wisely are directly and subtly affecting these



individuals. Those 42 people are also going on with their lives and are coming into contact with at least 42 people. By doing the math with the bigger picture in mind, we see that there are easily 1,764 people who are receiving the blessings that come from your client being coached by you for one hour a week.

One of my clients did the math in her life and as a public presenter realized that she was easily impacting 1,200 people per week. Considering that maybe the 1,200 she impacted were living a life of reaching just 42 people per week, she estimated a ripple impact on 50,400 people in the world. My client became so motivated at the acknowledgement of how much the changes in her were able to multiply that she awakened a desire to reach even more than the 1,200 she was currently reaching and set out to double her impact weekly.

I often support my clients by doing this simple math process with them to help them to easily and realistically see the difference they are truly making in the world. The work you do as a coach is life changing and world changing. The ripple effect is miraculous and the changes are numerous. Do the math for yourself and see what an impact your one week or one month of coaching is making on the world.

You as a coach are truly a life changer and a world changer. We are recognized as changing the world one conversation at a time, and when you allow yourself to see the ripple affect, it is easy to see how what we do truly does change the world exponentially. ●