

# Even Tiger Woods Has A Coach

With all the things that are remarkable about Tiger Woods, probably the most remarkable is the fact that he has a coach. (The coach may change from time to time but he always has one.) Think about it, Tiger Woods is taking constructive feedback from a golfer he could undoubtedly beat with regularity were he to compete against him. Imagine what it must be like to not only be the very best in the world at what you do, but to be humble enough to admit that you can get better--that you don't know it all. Why do you think Tiger Woods has a coach?

I have never met Tiger Woods so I don't know for sure why he has a coach, but I would like to think he has a coach for the same reason all high-performing individuals have one. Those who have hired a personal coach have done so because they generally subscribe to two overriding beliefs. First, we cannot see our own mistakes and second, if we are not getting better we are getting worse.

The second belief is probably the more powerful of the two in driving high-performance individuals. I think we can all agree that, in general, as time goes by things get better. Technology gets better, quality (and quantity) of life gets better and so does

what it takes to be world-class at anything.

Whether it is sales or any other endeavor, you must get better even if you want to produce at your current level. If you typically sell 30 homes, or cars, or widgets per year, but you don't get any better at your craft, you will soon notice that number go down over time. Standing still means falling behind.

So what does this mean to your own career? If you are committed to being the best you can be at your profession and you are in it for the long haul, you should consider a personal coach. You need feedback on your progress toward getting better.

What should you look for in a personal coach? Therein lies the challenge. When seeking out a coach, you first need to ask why a particular person chose to become a coach. In some cases it is because they just weren't good enough or successful enough at the very thing they are coaching to compete at a high level. It's not to say that a person of modest success cannot become a successful coach and teacher. But the best of the best have been there before. They can tell you stories in the first person about their successes AND failures. They know first-

hand what it takes to be a top producer.

The best coach for you is also one that you like and respect so you must look for personality compatibility. A good place to start is with the four personality styles. If you are a driver salesperson, don't look to be compatible with an amiable coach.

But perhaps the most important thing to look for in a coach is are they working toward a perfect model (and what does that model look like?). If it is a golf coach, you want them to know what a perfect swing looks like so they can see the difference between your swing and it. And if it is a sales coach, you want them to know what a perfect sales person looks like so they can see the difference between you and it.

Whether you are trying to lower your handicap or raise your income, you need to continually be getting better and there's no better way to do that than to get yourself a personal coach. If Tiger Woods can do it...