



Unlock Your Untapped Potential with Coaching: An Overview

SBNM Annual Meeting
July 2023



What's Ahead?

- Introduction
- The Rise of Coaching
 - *what it is and who takes the leap*
- Coaching Benefits
- The *Why* of Coaching in the Legal Profession
- The *What* of Coaching
 - *Some tool and strategies to take with you*
- *Where* to Find Coaching
- Q&A





All Types of Lawyers Get Coaching





Coaching in Other Industries

Match the coach to the profession

PHIL JACKSON

LEE STRASBERG

SUZIE ORMAN

MARSHALL GOLDSMITH

HANNAH BELL

MARTHA BECK

NBA COACH

ACTING COACH

FINANCIAL COACH

EXECUTIVE COACH/MGMT GURU

NM FINANCIAL COACH

LIFE/SUCCESS COACH



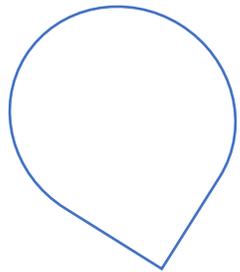
What is Professional Coaching?

Professional Coaching enhances the executive functioning and leadership skills of motivated, achievement-oriented professionals looking to excel in their current or potential job roles. Coaching inspires and supports participants so that they unlock their potential and continue to rise.

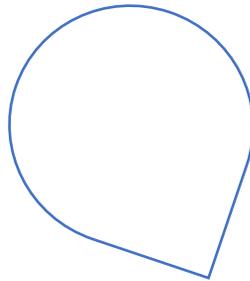
- A “thought-provoking, creative partnership process that inspires clients to maximize their personal and professional potential.”
- “A powerful alliance designed to forward and enhance the lifelong process of human learning, effectiveness, and fulfillment.”
- Professional coaching is a partnership. Coaches help people see themselves more clearly and compassionately and learn to work with their strengths and on areas for improvement.



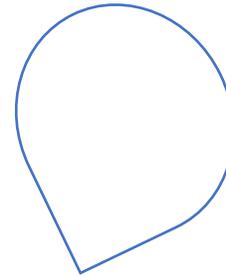
What Do Coached Lawyers Say About Coaching?



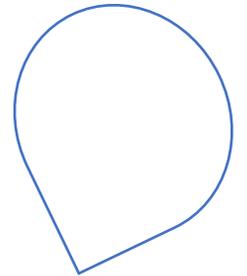
“My job as a litigator and trial attorney in a high-stress practice was making me sick. I was almost ready to throw in the towel. Working with my coach turned my life around and helped me **build tools around resilience, making sure my practice fit with my values and navigating conflict.** Now I am thriving in my career and feel very fulfilled in my work. I now think of being a lawyer as a **career instead of just a job.**”



“Professional coaching has benefitted me by giving me the opportunity to **reframe how I look at different challenges (relationships, exercise, work, etc.).** Coaching has also been very valuable to me in helping me stop and breathe, allowing me to form my reactions. I have and will continue to recommend coaching to those around me.”



“**Professional coaching improved me professionally and resulted in me improving myself personally.** I was satisfied before I worked with a coach, but coaching helped me **become fulfilled.**”



“Working with a professional coach has been one of the best things I have done for myself and my business. It is like having a great friend who listens well, but also challenges you to embrace opportunity and guides you through choppy waters. It has benefitted my firm’s revenue by teaching me to **focus on the game changing moves and improved my mental health by encouraging me to take care of myself, so that I can take care of my business.**”

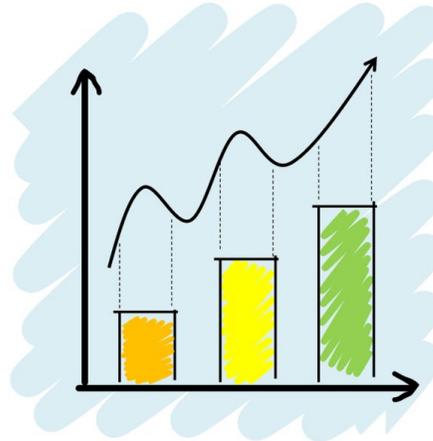


Coaching Statistics

99% of individuals and companies who hire a coach are **“satisfied”** or **“very satisfied”** with the experience.

73% of coaching clients say that coaching helps them **improve their relationships, communication skills, interpersonal skills, work performance, work/life balance, and wellness.**

51% of companies with a **strong coaching culture have higher revenues** than other companies in their industry.



- Wellness coaching can reduce depressive symptoms, perceived stress levels, and improve quality of life and physical, emotional, social, cognitive, and spiritual functioning. (Mayo Clinic)

54% of people who participated in a financial coaching program and had no prior savings, had some savings at the end of the program. (Citigroup)

48% of those with savings at the start of the project increased that amount after receiving financial coaching. (Citigroup)



Why Coaching Benefits Legal Professionals

The practice of law is relationship dependent: colleagues, staff, clients, the judiciary, juries, co-counsel, opposing counsel, law enforcement, social workers, legislators, etc.

Hurdles:

- Legal training focuses on analytical skills, not relational skills
- Practice can be an adversarial environment
- Law is a “help-resistant” profession
- Combined, these factors can create isolation and stress



Lawyers can use coaches to develop the emotional intelligence skills needed for optimizing professional relationships and elevating communication and productivity skills



Coaching in Law

Types of professional coaching lawyers seek



- High Performance Coaching
- Business Development Coaching
- Leadership / Management Coaching
- Communication Coaching
- Career Coaching
- Collaborative Culture Coaching
- Financial Coaching
- Team Coaching



Coaching Benefits

- Optimize mental capacity and effectiveness
- Elevate productivity and performance
- Override behaviors that don't serve you
- Reduces emotional reactivity
- Identify and develop strengths, weaknesses
- Build resilience, response flexibility
- Identify intrinsic motivation, drivers for greater success, wellbeing
- Activate untapped potential
- Develops a growth mindset; self-mastery
- Enhances leadership firm culture, retention and improve bottom line
- Competitive advantage: beyond the *mechanics* of practice, what sets you apart?
- Develops creativity, innovation, broader perspectives
- Coaching supports continual improvement
- Coaching improves all areas of life

Coaching offers a sense of freedom. The more practice with a coach,
the faster you adapt



Tools and Strategies from the Athlete's Playbook

Athletes know that their physical talent is the threshold for entry

An athlete's success requires more than *physical talent*

- To perform at their best, they pay attention to – *and take charge of* – their mental, emotional and motivational state
- *If they're not feeling it, it impacts their performance*

Remember 4Ms

- Mood
- Mindset
- Motivation
- Manage Your Energy





Lawyers are Cognitive Athletes



- Intellect is the threshold for entry
 - Lawyers rely on intellect to succeed, yet *mood, mindset and motivation* influence lawyer performance, as well
 - To optimize their performance, lawyers need to be in the right mental, emotional, and motivational state, and manage their energy, too



Cognitive & Noncognitive Influencers

- Mood
- Mindset
- Motivation
- Manage Your Energy



Firms that support their lawyers with coaching programs

- Winston Strawn
- Orrick Herrington & Sutcliffe
- Arnold & Porter
- Dechert
- Mayer Brown
- Perkins Coie
- Kirkland Ellis
- Husch Blackwell
- McDermott Will & Emory
- And many more



“In any given moment we have two options:
to step forward into growth or step back into safety.”

—Abraham Maslow

If we're standing still, we're falling behind



Where Can You Find A Coach?

LOCAL

State Bar of New Mexico - Professional Development Program

<https://www.sbnm.org/Member-Services/Professional-Development-Program/Certified-Professional-Coaching>

ICF New Mexico (ICFNM)

INTERNATIONAL

International Coaching Federation (ICF)



Thank You!

Questions? Comments? Feedback?

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Coaching v Therapy

COACHING	THERAPY
Views both parties as resourceful and whole	More apt to view clients from a medical model
Does not diagnose or treat	Diagnoses and treats
Trained to work with functioning clients	Trained to work with mental illness
Work with clients who are able to form an alliance and have common goals	Work with clients with entrenched problems
Collaborative model	Therapist the "expert"
Coach and clients on a peer basis; may engage between sessions	Hierarchical difference between therapist and clients; less between session communication
Goal oriented, leading client to thrive	Resolution oriented
Alliance designed by coach and client together	Treatment plan largely designed by therapist
Focus on evolving and manifesting potential	Focus on healing and understanding
Emphasis on present and future	Emphasis on past and present
Action and being oriented	Insight oriented
Solution oriented	Problem oriented
Explore actions and behaviors that manifest positive sense of self	Explore genesis of behaviors that create low self-esteem
Regard and coach negative-beliefs as temporary and mutable obstacles	Analyze and treat origins and historical roots of negative self-beliefs
Coach and client ask: "What's next/what now?"	Therapist and client ask: "Why and from where?"
Discourages transference as inappropriate	Encourages transference as a therapy tool
Accountability and "homework" between sessions held as important	Accountability less commonly expected
Contact between sessions for accountability and "wins" expected	Contact between sessions for crisis and difficulties only
Uses coaching skills	Uses therapy techniques
Discovery session	Diagnostic interview/history
Use many skills similar to therapy	Use many techniques similar to coaching skills
Work with the client's whole life	Work with the client's whole life
May work with emotional material	Often works with emotional material