GCG

Global Coach Group
Lead for Good



ELEVATE YOUR VALUE PROPOSITION AND WIN CLIENTS

BY CRAFTING A POWERFUL LEADERSHIP COACH PROFILE

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Introduction

The best products in the world make the world revolve around you, not themselves. Apple sells innovative products and services by making you, the user, the focus of their marketing. Cosmetics companies avoid talking about the ingredients they use but talk about how great you will look if you use their products. Toothpaste companies talk about how shiny your teeth will be when using their product.

The keyword is – **value.**

As a coach, it's easy to become overly focused on showcasing your outstanding expertise, capabilities, and achievements, and inadvertently lose sight of the main objective. That's why it is essential to put the emphasis on the value you will provide to your clients at the forefront of your coach profile.



Understanding
The Purpose of Your Profile

For a leadership coach, the profile is a way to build an instant connection with clients. Broadly, there are two types of clients you are likely to come across:

- Those looking for a subject matter expert to learn from
- Those looking for a coach to guide their journey

The primary purpose of your coach profile is to convince the second category of clients that you are worth a conversation and consideration. But, typically, there are multiple decision-makers in the process of engaging a coach.



Types of Decision-Makers

The first and foremost decision makers are HR leaders, who perform the role of 'gatekeepers.' They look at coach profiles and shortlist those qualifying for further consideration.

Next come the sponsors, who are the budget holders. They look for clear returns on investments and chase maximum value to ensure their money is well spent.

Finally, there are the recipients of coaching or the **'coachees.'** They search for the 3 C's – care, click, and career. This means that they first want to know if you are just delivering a service or if you genuinely care for their well-being and growth.

In addition, they like to explore if you and they **'click'** with each other. Your profile needs to give them the comfort of being able to create a relationship of trust with them. Lastly, they look at your career trajectory to see if you have the experiences and background to equip you well to coach them.



Crafting Your Profile

In some ways, your profile is like a patient selecting a doctor. Prospective clients don't care about the process you follow but about the results you deliver. Some ways to strengthen your profile are:



Start with why

Explain why clients should consider you and invite you for a conversation.



Be specific

Avoid vague language and clearly articulate the outcomes and value you delivered in the past.



Highlight your experience

Shine a light on your background and expertise. Mention your certification/ education credentials and some of the client work you have done.



Provide supporting information

Back up your value proposition with experience, credentials, education, accreditations, publications, and testimonials. These need not be part of your main profile and can be available as hyperlinks to click on.

As a professional coach, you should articulate your target market, the value you create, and what differentiates you from others. However, to be more effective, you should also stay away from some common mistakes:



Don't use the 'I' format excessively

The hero of your story is your target audience, not you. Think of yourself as Gandalf or Obi-Wan instead of as Frodo Baggins or Skywalker.



Avoid your life history

Details about your passions or snippets from your history are redundant. Your life history should stay out of your profile. But during the coaching process, you may need to refer back to it at times.



Don't mention off-topic matters

Family, community involvement, philanthropy, hobbies and other off-topic matters do not add to the quality of your services and consequently have no added value to include in your profile.

Overall, to craft a great profile, focus on the pain points of a potential client. Draw their attention to leaving the pain points unaddressed, and then show them the steps to solve for this. Finally, add a few testimonials to build your own credibility.

Examples

Everybody has a unique background that helps you stand out and articulate the value you bring to the client and the engagement. Here are four high-quality and very different coach profiles that you can use as inspiration to write and refine yours.



WILL LINSSEN

World's # 1 Leadership Coach (Global Gurus), Master Certified Coach (ICF), CEO at Global Coach Group



NANDITA MAHAJAN

Executive & Leadership Coach, Advisor in Tech & Digital (McKinsey)



MARJA ZANDSTRA

Global Leadership Coach, Ashridge Accredited Executive Coach, MSc



ADAM DETWILER

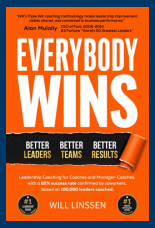
Executive Leadership and Organisational Coach

Conclusion

In summary, your leadership coach profile should make it easy for clients to understand your value, backed up by your experience and expertise. Keep it focused, professional, and tailored to the audience you want to reach. Happy writing!

For Clients

We Deliver a Triple Win



Better Leaders, Better Teams, and Better Results — boasting a 95% success rate confirmed by coworkers, based on more than 100,000+ leaders coached.

Global Coach Group delivers the best results-based coaching worldwide through our network of over 4,000 world-class certified coaches, powered by our proven Triple Win Leadership Coaching approach and proprietary digital tools.

Triple Win Leadership Coaching, captured in Everybody Wins by Will Linssen — Amazon #1 International Bestselling Author.

Author

Will Linssen



Will Linssen has been ranked World's #1 Leadership Coach by Global Gurus (USA) and World's #1 Coach Trainer by Thinkers50 (UK), serves as advisor to the Harvard Business Review, and is recognized as a LinkedIn Top Executive Coaching Voice. He is an Amazon #1 International Bestselling Author. With more than 30 years of experience in executive leadership across Europe, North America, and Asia, Will holds the International Coaching Federation's highest accreditation: Master Certified Coach.

He is the founder and CEO of Global Coach Group, the world's #1 international leadership coaching network, with over 4,000 coaches worldwide serving Fortune 500 companies and leading multinational corporations.