

Alison Whitmire: Learning in Action's Monthly Podinar, Coaching at Capacity: How to Fill Your Calendar with Paid Coaching Time and we've got with us today our special guest Chip Carter, and I'm going to give him a proper introduction in just a moment, and until then we want to tell you a little bit about the intentions of this particular podinar.

Alison Whitmire: One is we want to highlight trends in coaching and the future of coaching, things that will reflect not just esoteric things, but things that will affect you and me. We're going to provide an overview of the kinds of platforms that match coachees with coaches, or companies that are full of coachees, potential coachees, and coaches who want to coach them. That's the heart of what we're going to talk about today.

Alison Whitmire: We're going to review how these platforms work and who they work for. We're also going to clarify how you can select a platform that best fits what you do and don't want to do, and who you do and don't want to work with. So that the result is ideally more paid coaching time for you and less headache.

Alison Whitmire: So, just to be clear, we're not selling anything, I'm not selling anything, Coach Chip works for a company that has the service, that hasn't launched yet, so there's nothing you can buy for us, this is really very focused on really the intention of all of these podinars, which is to help you thrive as a coach, help you thrive in your chosen profession of coaching, we're super passionate about that.

Alison Whitmire: So, meet the team. Hey, I'm Alison Whitmire, President of Learning In Action, and with me today is Corrie Weikle, she's our Director of Training. Hey, Corrie.

Corrie Weikle: Hey.

Alison Whitmire: And Corrie is going to be behind the scenes today watching the chat and responding to what's coming up in chat, so she'll be interacting with you today, so feel free to chat her up.

Alison Whitmire: Also with me today is Kris Harty. Hi, Kris.

Kris Harty: Hey, Alison. Hey, everyone. Thanks for [crosstalk 00:02:19].

Alison Whitmire: Thanks for being here. Kris is our Director of Brand and Community and Customer Care, and she is going to be watching the chat box from a big perspective, watching the Q&A Box, and then feeding questions, and feeding comments from the chat to Chip and I so that we can stay abreast of what's going on for you. Thank you, Kris, thank you, Corrie.

Alison Whitmire: Okay, so what the heck is a podinar? Podinar is a mashup between a podcast and a webinar, it's interview style, like a podcast is, and interactive the way a webinar can be, and some content the way a webinar is, and that's what makes

a podinar a podinar, and we do want to interact with you, so how do you do that?

Alison Whitmire: When you want to chat about anything that's going on, you want to comment, you want to add something to the conversation, we'd love to hear from you. We'll ask questions from time to time, put that all in the chat box, all those responses, and if you want, not just Chip and I and Kris and Corrie to see your response, click the arrow that says all panelists and attendees and then everyone will get to see what you've got to say.

Alison Whitmire: How do you ask a question? So the questions that you want Chip and I to answer, please put those in the Q&A box, and we'll separate that from your conversation with each other, so we can clearly identify what those questions are and get those answered as best we can today.

Alison Whitmire: And how do you participate in the polls? So, you'll pop up, sorry you won't pop up, a poll will pop up, just like I'm about to launch a poll right now. Here's our first poll, all you do is select the answer that answer, or answers, that fits you and we'll go from there; and we'll come back and look at the response of that poll in just a moment. Here's that poll, and we'll be talking about these companies and others throughout the conversation today.

Alison Whitmire: With that, finally, I get to introduce my guest Chip Carter. I'm so happy to be with you, Chip.

Chip Carter: Hey, Alison, great to be with you.

Alison Whitmire: Here's the proper introduction and I'm going to be reading some notes, so throughout my conversation with Chip, there are times when you might be seeing my head down, I'm not avoiding Chip, I'm just trying to make sure we stay on track, and look at my notes.

Alison Whitmire: Chip is the Senior Advisor, Strategy and Expert Coach at LeaderJam; and a Senior Advisor at the Institute of Coaching. He brings to these roles a really rich combination of coaching, technology, business process, and marketing expertise. Chip has served as a Leadership Coach ... You're going to, when I read all this, you're going to go how did Chip fit this all in one lifetime?

Alison Whitmire: Chip has served as leadership and executive coach, as a health and wellness coach, as a mindfulness teacher, he's been mediating for 35 years, way before it was cool, and he still teaches today. He's been an academic, he's taught ethics and moral philosophy at the graduate level. He's a leader in technology, a strategist, an executive board member, a software architect and developer. In addition to all of that, he's got a private coaching practice, he's a professional guitar player, studio musician, and professional furniture maker. Oh my gosh, how do you do all that?

Alison Whitmire: Welcome, Chip.

Chip Carter: Thank you, Alison. The answer is I have an extremely short attention span, that's [crosstalk 00:06:13].

Alison Whitmire: Well, I tell you that is amazing. We're going to end our poll and share the results, let's see where we are. Can you see those results Chip?

Chip Carter: Yeah.

Alison Whitmire: Okay, so it looks like all the platforms people are familiar with the most are BetterUp and Coached.me, followed by Themuse, that's interesting.

Chip Carter: Yeah, and I'm delighted to say I think I know who the one person out of 27 who voted on Leaderjam was, but that's nice. We met [crosstalk 00:06:49].

Alison Whitmire: Did you vote?

Chip Carter: No, I didn't vote.

Alison Whitmire: Okay.

Chip Carter: But I know there's someone from the company on the podcast, yeah.

Alison Whitmire: Okay, nice, nice.

Chip Carter: Yeah.

Alison Whitmire: Okay, so [inaudible 00:07:03] ... When I knew I was going to have you on the podinar, I was reflecting on how we met.

Chip Carter: Right, yeah.

Alison Whitmire: I'm like, "How did I reach you?" I remembered that it was when you came to speak for the Institute of Coaching at the DC Area Round Table on the Future of Coaching.

Chip Carter: Yes.

Alison Whitmire: Yeah.

Chip Carter: That was a really fun meeting.

Alison Whitmire: Do what?

Chip Carter: That was a really fun meeting at the IOC Round Table in DC, yeah.

Alison Whitmire: Yeah, so tell the audience a little bit about what the heck the IOC is.

Chip Carter: Sure, well, I was a Director of Operations in Marketing there for two and a half years, loved the work, loved the organization. The IOC is a non-profit and its mission is to advance the science of coaching and the work of coaches, simply put, right, and we do that as a membership organization so you can join the IOC as an individual or your company can join the IOC as a sponsor and we fund research.

Chip Carter: We were committed to a \$100,000 in research funding every year. We're committed to our members in terms of providing a rich resource library on the website. We run events. There's actually a big event happening in Boston right now, some of your folks might be at. That's the mission of the IOC and we have a rich set of thought leaders, a great staff, and a great group of directors who help with the mission.

Alison Whitmire: I'm a fellow, FYI, I'm a fellow with the Institute of Coaching. I run a DC area round table of senior level coaches who come together around a piece of content and it's a really a neat intimate setting. If you're in the DC area and you have any interest in being part of an intimate group of senior coaches, let me know, Alison@LearningInAction.com. My email will be at the bottom or you could put your email into the chat if you'd like to be included. We've got a great round table coming up October 26, on the body and the brain and its role in behavior and in decision making.

Alison Whitmire: You talked to the IOC round table that day about the Future of Coaching.

Chip Carter: Right.

Alison Whitmire: As it relates to the future of coaching and particularly these platforms we're going to talk about today, what kind of trends are you seeing?

Chip Carter: Yeah, so the first thing to do is ... You know, that's a big, big question ... and the first thing to do to kind of get a grip on it is I like to frame the question with what's going on in the world and society. There's a great book by Thomas Friedman ... Wish I had written it ... called Thank You for Being Late, and it describes the VUCA world that we live in ... For those that don't know that acronym, it was coined in 1987, it stands for Volatile, Uncertain, Complex, and Ambiguous. I don't think anyone would argue with that, but Friedman's thesis is that change is happening at an accelerated pace, which is not matched by our capacity to keep up with it. He cites globalization, technology, and climate change as three arenas which are driving that change.

Chip Carter: If you think about how that plays out in society and organizations and the coaching impact, that's actually great for coaches, because the thing that we do as coaches is we help people make change. In a phrase that's what we do. If the world is challenged with accelerated change pace, and coaches help people

make change, there's a nice convergence there and so what we've seen as a result of the VUCA world is a rise in coaching and an appreciation of coaching.

Chip Carter: Socially, what's happened is that, and if you think Millennials, there's more job stress, there are higher expectations both Millennials and their employers have, there are different values and work preferences that they bring. There's a greater need for self-awareness. They're making changes more quickly, both at work and between jobs and they're more accepting of the coaching paradigm and change management kinds of issues.

Chip Carter: Then for organizations, if you think about that, organizations have to be more adaptable 'cause things are changing more quickly, quicker shifts, what that means internally is more cross collaboration. I think the kind of forsaking of the heroic leadership model we now have post-role leadership models that help us deal with information overload and more cross collaboration.

Chip Carter: Those are the things that are happening. In terms of coaching, it's been great because you've seen coaching grow as an accepted industry. Coaching science has grown, the credibility of coaching has grown. You know, spending on leadership coaching alone is up to about \$1 billion now.

Alison Whitmire: Wow.

Chip Carter: Just with coaching, not life coaching, not well coaching, not other forms, and that's up 20% from five years ago and there's been a 60% increase in coaches since 2007. That kind of helps everyone, should help everyone chart that coaching is growing and coaching itself has become a leadership competency.

Alison Whitmire: Yeah, so there's a couple of trends I'd love to hear you kind of flesh out a little bit.

Chip Carter: Yeah.

Alison Whitmire: We've talk about, we hear a lot about the democratization of coaching ...

Chip Carter: Yeah.

Alison Whitmire: And what does that mean?

Chip Carter: Sure.

Alison Whitmire: Then the other piece I'd love to hear you kind of speak on, which is the, like the potential other edge is the commoditization of coaching.

Chip Carter: Right. Let's talk about democratization. One of the big shifts is with all the changes and with all the technology changes, it's harder for companies to retain employees. It's harder for companies to engage younger employees. If you look

at the stats, about 75%, even more than that actually of organizations are experiencing a leadership development gap and they know they need it because of the pace of change and because they need to retain employees. It's expensive not to be able to retain employees. 60% of next generation leaders say they want leadership skills and they want development but they're not getting it, right.

Chip Carter: That's also led to a change in leadership development models in organizations, transfer of ownership from kind of away from HR, more toward the individual, more self-service oriented, more focused on collective, rather than individual leadership and here's where we get to democratization, the movement of leadership coaching down from executives, where it used to be and where it was very expensive down to mid-levels and lower levels in the organization, so that's very good for the organization. It's very good for young leaders and again, a massive convergence here.

Alison Whitmire: It might be good for new coaches, too, because ...

Chip Carter: Great for ...

Alison Whitmire: What I can imagine is senior, senior, senior coaches like, you know, "I'm not going to get in the room with guy under \$300, \$400, \$5 an hour," whatever it is but junior coaches who are getting started, with lower rates could match really nicely with those ...

Chip Carter: That's right, that's right, and that's actually where things are headed. There's downward price pressure with more mid-level targets, and also virtualization of coaching, more remote sessions, less face to face sessions, that's definitely a trend, that's something that all of these coaching platform embrace. None of these coaching platforms really expect face to face engagements anymore.

Alison Whitmire: Yeah.

Chip Carter: Technology growth, which I mentioned is part of the Friedman book has also been part of that, so with service oriented architecture ... That's a fancy word for being able to cobble together various services very quickly and easily, like real time communication, collaborative models. If you think, your iPhone and how easy it is to pull applications on your iPhone, right, so cloud services are becoming much more accepted, it's actually more expensive now for companies to grow their own services internally to the company and have their CIO or IT people manage that, and I know that 'cause I was a CIO for almost a decade, than to outsource and have services brought in.

Chip Carter: If you think about coaching platforms, the need for coaching, the availability of technology, the need for reduction and overhead and to be more competitive and another thing that's very interesting is growth in the need for return on investment, so in an environment where there's more leadership coaching

available, a bigger spend by companies, people who are running the company want to see a return on investment and platforms can help with that, 'cause they can provide the organization organically with data that is collected by the platform. It's harder for a coach to do as an individual coming into an organization.

Alison Whitmire: Yeah, yeah, [inaudible 00:16:38]. Okay, well, so I'd love to let's get into it.

Chip Carter: Okay.

Alison Whitmire: Let's talk about what some of these companies are that offer ... Whether it's BetterUp ... In fact, yeah, I think I'll put this slide up again.

Chip Carter: Okay.

Alison Whitmire: That has some of these companies that we can be looking at and Kris ... By the way, so if you're in the listening audience, Kris is going to put in the chat box a link to this really amazing resource that you can download now or later that has a great deal of detail on several of these platforms and more, of what they mean and how they work and how you get involved, all of that.

Chip Carter: Right.

Alison Whitmire: Chip, tell us a little bit about these platforms, how you might categorize them, how they're the same, different?

Chip Carter: Yeah, sure. In terms of coaching capacity, I think in five different categories, and let's get through to the categories that aren't as important, right away.

Chip Carter: One of those is coaching companies like Center for Creative Leadership or LHH Knightsbridge and there are a fair number of companies like that. Those, and I would put internal coaching into the same category and actually there's been a big growth for internal coaches as well. What that provides you is that completely ... not completely, but almost entirely removes the entrepreneurial nature of what a lot of coaches are doing, right.

Chip Carter: So you're part of a company, there may be a more reliable income stream that's a potential outcome, there's certainly less entrepreneurial overhead that you might exchange that for more overhead for the company that you're working with. It's more structured, you gain credibility, their client is right there, but I think what you trade in is the upside of coaching income for steadier, potentially lower stream of income if you worked for one of those companies but that is something for people to think about, if they're trying to increase coaching capacity.

Chip Carter: Another thing that's been around for a little while, which I don't want to spend a lot of time on is coaching management software, that's software that helps with

the logistics and operational aspects of coaching and, you know, that's been around a while and I think there are some real virtues to that. The pros for some of those federated tools is they can really increase your efficiency and your productivity. If you're looking for additional clients, they're not going to help you with that. If you're looking for complete freedom as an entrepreneur, it's a great choice and some people who are tech familiar might not want something like that. It's pretty easy to cobble together.

Chip Carter: I use Google for a lot of the work that I do as a private coach and I find that's pretty adequate and I have a website and so there are other ways you can [inaudible 00:19:41] that together. That software is for someone who just wants to be more efficient in their practice and it can help with real time communication, financial management, scheduling, session and content management, all that stuff.

Chip Carter: Those are two platforms that I think have been around a while that aren't as interesting.

Chip Carter: The space that Leaderjam, my company is in is I think the most interesting space and that's partly because we're biting off the most and I think we have the biggest vision and most interesting modern vision and that space is the, what I would call, the business to business coaching platform space and these are cloud or mobile applications platforms where live coaches are a primary value prop, but it's aimed at organizations.

Chip Carter: The idea is the company gets an organization to adopt the platform and potentially pay for seats, right, and then coaches come along with the platform that the companies then have access to expert and may have access to a lot of other tools like curated resources, scheduling real time communication, collaboration tools, metrics and AI for analysis, et cetera.

Alison Whitmire: Good, if we can break this down like super tactically ...

Chip Carter: Yeah, sure.

Alison Whitmire: Say, I've got a coach or I'm a coach and I have some spare capacity, I want to be coaching more, I don't love marketing ...

Chip Carter: Right.

Alison Whitmire: I'm interested in some place, I've heard of BetterUp, I'm interested in some place that's going to get me more clients. What's BetterUp going to offer me? How do I pursue that, what are the upsides, downsides?

Chip Carter: Sure, sure, so there are two platforms which I really talk about that are in the sweet spot here. One is what I'd call business to business coaching platforms, I just described that and examples of those are Leaderjam, the company that I'm



working for. We're going live in October, so that's very exciting. Pluma is another company, BetterUp, Saberr, Professional Leadership is another one, Coaching right now, is another one. The advantage of those guys is that this category is that you gain credibility because you're endorsed by the platform. The client market is relatively built in so these coaches actually come to the ...

Chip Carter: You're frozen, Alison, am I still coming through.

Alison Whitmire: Yeah.

Chip Carter: Okay, great.

Alison Whitmire: You're good.

Chip Carter: Coaches that get on these platforms, the clients come to them so it can really reduce your marketing overhead. It can also reduce your administrative overhead because some of these platforms and my platform, Leaderjam is one of them, take care of all the logistics of coaching so you don't need to bill clients, that happens through Leaderjam and the company whose clients you're working for and the way that kind of works is just like a match service where your areas of expertise and your rate are known and published. Your experience is published and then you come up as an option for a client that's looking for an engagement for a particular subject.

Chip Carter: It might be just self-awareness and leadership development. It might be how to delegate. It might be dealing with difficult people. It could be any number of subjects but we match you on that basis. Then there's on demand engagements that happen as a result of that, so that can be very good for your practice and for many of the platforms and, again, mine is one of them, you don't pay a fee, right. [crosstalk 00:23:36]

Alison Whitmire: Okay.

Chip Carter: Yeah.

Alison Whitmire: How are these platforms like BetterUp, Leaderjam, others, how many good is a coach?

Chip Carter: There's a application process that's part of the platform and our application process is pretty extensive but it's not ... We don't weed people out, particularly at this point, based on application, written application parameters. We want to have a conversation with the coach and find out what they have been doing.

Alison Whitmire: What's the role that like certifications and experience and coach training, like what's the role all that plays?

Chip Carter: Most of the platforms, and we're certainly one of them, are flexible on that score. Some are really big on certifications. We think certifications are important but we don't have it as an absolute barrier to entry if you don't. If you've been coaching for multiple years and you don't have a certification, you have a super track record, and we interview you and you can, you know, you're grounded in coaching science, you're a candidate to work with Leaderjam ... but, I think, more and more, let's just be honest, there are going to be criteria which are tie breakers, right, and so it's better ... is it better to be certified? Of course, it is, right. Is it better to have a thousand plus charted hours of coaching, paid coaching hours? Yeah.

Chip Carter: I don't want to suggest that that excludes you from being on the platform. Now there's another kind of platform, which is I think the fourth one, one I haven't mentioned and that is business to consumer coaching platforms and these are really coaching market places. They're oriented toward consumers, not businesses but they might be oriented toward businesses, example, there's a ...

Alison Whitmire: Is that like Coach.me?

Chip Carter: Yeah, LiveCoach, CoachMarket. Coach.me is actually a platform which helps you with habit formation and doesn't really offer live coaches, interesting.

Alison Whitmire: Okay.

Chip Carter: Yeah, CoachMarket, LiveCoach, Ace-Up offer live coaches, and there's lots of market visibility potentially with those, freedom. Potential reduction in overhead but there's no invested built in market and what I mean by that is a company that's actually paid to be on the platform and have access to your coaches.

Alison Whitmire: I see, so it's a market place of ...

Chip Carter: It's a market place.

Alison Whitmire: Kind of almost a C to C, I guess, a B2C market place or coach to coachee market place?

Chip Carter: Yes, right, consumer to coaching business market place, right.

Alison Whitmire: Yeah.

Chip Carter: You know, the other thing about those is they tend not to have a lot of tools, right, so with ... If you get onto a coaching platform like Pluma or Saberr, they're going to be tools, resources for coaches to use. Some of them have a coaching dogma they want you to embrace, right, coaching courses they want you to take. We don't do that, but some of those places do.

Alison Whitmire: Okay, so let's go to a couple of questions that we're getting from the audience. Jeanie McKay is asking, "What is research saying about the growth in health and wellness coaching?" What do you know about that?

Chip Carter: Yeah, so I've been a health and wellness coach, too, and health and wellness coaching is actually moving closer to certification and standards for coaches which are really nationally accepted, so if you think about what social worker or a psychotherapist has to do to be able to hang out a shingle, coaches don't really have to do any of that right now. Health and wellness coaching is moving more in that direction. Some people think that's great. I personally think it's a good idea but some don't, potentially because they don't have accreditation or don't want to go down that route.

Chip Carter: One of the reasons for that is because standards for the medical community and the health community are more tightly circumscribed and defined than for the leadership development community.

Alison Whitmire: Okay.

Chip Carter: Yeah.

Alison Whitmire: Okay, we've got another question from Patrick Briody ... Sorry if I botched your name there Patrick. He says, "An important aspect of executive coaching is involvement of stakeholders and I find that only seems to work when the company has hired me versus just the coachee hiring me ..." Working in a coaching company, working in a company.

Chip Carter: Right.

Alison Whitmire: He asks, "Do any of these platforms support a relationship with the hiring company?" In other words, the company is hiring me, not the client or coachee.

Chip Carter: Yeah, in the case of the B2B platforms I just described, so that's not true for the B2C platforms which are the Ace-Ups, the LiveCoach, the coach market, right. For the coaching platforms, that's absolutely true, the company actually invests in the coaching platform and they ... Every company that we've courted wants to see who our experts are, so they're purchasing the platform and all the capabilities and resources that come with the platform and the coaches, right, and the platforms almost always provide analytics which are helpful for the company to be able to navigate the effectiveness of coaching and how engaged their employees are, so even though for one of these platforms, the company might endorse individual users who have seats reaching out independently to find a good coach, the coach is implicitly, if not explicitly endorsed by virtue of the fact that the company's got the platform, right.

Chip Carter: Does that make sense to you?

Alison Whitmire: Yeah, yeah.

Chip Carter: Yeah.

Alison Whitmire: Who's the champion inside the company for being on the coaching platform?

Chip Carter: It can be anyone. It could be the CEO. It could be the HR department. It could be on be one business unit in the company that's gotten a pass to spend money on the coaching platform ... and that's kind of one of the interesting things that we'll learn about as we move forward in engaging companies but so that's kind of a ... I'm not trying to dodge.

Alison Whitmire: No, it's okay, yeah.

Chip Carter: I actually really believe that there are going to be a bunch of people in the company who can potentially advocate for it.

Alison Whitmire: It sounds like, just thinking about answering Patrick's question, it sounds like how tied in the platform is with the stakeholders, is this going to depend on who the champion inside the company is and that varies?

Chip Carter: I think so, and if ... You know, thinking about it, 'cause I've been a C level executive companies, if I was doing this, I would really want senior leadership. I would want the executive team to buy into the acquisition of the platform and use of the platform, because leaders are influential in companies and they model company behavior so if they're endorsing it, it's better. HR departments might want to outsource some of their leadership development and this is a great way to do it, is to bring the coaching platform on and most of these platforms also have points of integration with existing HR data and metrics and other things.

Alison Whitmire: Okay.

Chip Carter: Yeah.

Alison Whitmire: We're going to take one more question from the audience and I'm going to go to chat and see what people are chatting about.

Chip Carter: Sure.

Alison Whitmire: Kathy, Kathleen Morong is asking where does LeaderSource fit into all of this? Are you familiar with coach ... Did I say that right? Where does CoachSource fit into all of this? Are you familiar with Coach ...

Chip Carter: CoachSource, CoachSource, I think is ... I could cheat and look them up really quickly. I think CoachSource is an organization that actually does education of coaches.

Alison Whitmire: Okay. I wasn't familiar with them either.

Chip Carter: Yeah, and there are two other categories of coaches, of organizations. One is membership organizations like the IOC who advocate coaches and may help you with your coaching capacity but that's mostly driven by self-server education, right. Then the last category which is, I think, actually interestingly one of the top three with B2B coaching platforms, B2C coaching platforms or brokers or coaching market places. The third category is B2B or business to consumer leadership dev career resource platforms and these are platforms that offer leadership development tools to organizations that coaches can leverage but they're aimed at businesses, typically, and their primary value proposition isn't a live coaching stable, right.

Alison Whitmire: I got it.

Chip Carter: Right, so and examples of that would be Wild Spark, Themuse, Everwise, Leader Ramp, ExecOnline, Neevo, Tapwage, you know, their [inaudible 00:33:32], Glint, they're kind of companies in this space.

Alison Whitmire: Okay, okay.

Chip Carter: Yeah.

Alison Whitmire: Okay, and those are not necessarily market places that match coaches with coachee ...

Chip Carter: No.

Alison Whitmire: It's more like coach, they provide coach like tools?

Chip Carter: They'll come to a company, they'll talk to HR and they'll say, "Look, we've got this whole system for leadership development that we think you ought to be using. It's systematic. It's modern. It's scientific. It gives you statistics. It gives you tools and resources to develop leaders, blah, blah, blah." Coaches can leverage some of those platforms for the tools, so if you don't necessarily like the idea of being part of a coaching stable, right, this part of a B2B coaching platform like Pluma, BetterUp, or Saberr or Leaderjam, you can leverage these other resource platforms and use some of their tools in conjunction with the companies that you're coaching.

Alison Whitmire: Okay, cool.

Chip Carter: Yeah.

Alison Whitmire: Okay, so let's go to Kris with what people are chatting about. Kris?

Kris Harty: Yeah, hey, Alison.

Alison Whitmire: Hey.

Kris Harty: Hey, we're getting some nice comments. Dianne McCoy says, "This is fantastic and really helpful."

Alison Whitmire: Okay.

Chip Carter: Good.

Kris Harty: Yeah, so we love hearing that and, yeah, you have a question, a couple, two or three questions in chat. One of them, I'll throw up here now, it dovetails nicely with what we were just talking about, I think. From Christina, and she says, "Do you have experience with CoachAccountable.com?"

Alison Whitmire: CoachAccountable.com?

Kris Harty: Yeah.

Chip Carter: Yeah, I know of CoachAccountable, Christina. CoachAccountable is in the coaching management software arena, so that's the software that helps you as a coach manage the overhead in your coaching business and I know that helps with invoicing of clients, client tracking, all of the stuff associated with that, and like I said, there are a number of those. AcuityScheduling is one, Satori is one, CoachLogics is one. There are a bunch of tools in that space now.

Kris Harty: Nice, terrific, well, and we just got another nice comment from Jennifer Dean. She says, "Very cool, been looking at this as an option. I just signed up for Leaderjam. Look forward to connecting, Chip."

Chip Carter: Great.

Alison Whitmire: Yey.

Chip Carter: Yey, Jennifer.

Kris Harty: Yeah, yeah, absolutely, and we have another couple of questions from Christine Conway.

Chip Carter: Okay.

Kris Harty: First is she asks, "What is the name of the coaching association organization Chip keep mentioning." She's missing the name.

Chip Carter: Oh, it's the Institute of Coaching and the whole name, which I should be bound legally to say, but it's a mouthful, so I sometimes just say, IOC, apologies for that, Christine. It's the Institute of Coaching at McLean Hospital, which is a

Harvard Medical School affiliate. The Institute of Coaching is actually part of Harvard Medical School.

Alison Whitmire: Yeah, so here's my take on it.

Chip Carter: Yeah.

Alison Whitmire: The IOC, which I'm just ... I don't have any relationship. I'm a fellow but that doesn't mean ...

Chip Carter: Fellowship, yeah.

Alison Whitmire: I have a fellowship, it doesn't mean a whole lot.

Chip Carter: Yeah, yeah, yeah.

Alison Whitmire: They're much more focused on health and wellness, although, not completely. I mean they have amazing speakers at their conference every year, which is going on now.

Chip Carter: Yeah.

Alison Whitmire: Daniel Goldman is a frequent speaker. David Drake is a frequent speaker, lots of grueling break out and those folks create a lot of content for that platform. That IOC is not a credentialing organization.

Chip Carter: No.

Alison Whitmire: Not another ICF, it doesn't credential.

Chip Carter: Right.

Alison Whitmire: It's much more, the lens they place is much more around the science of coaching.

Chip Carter: That's right, so let me tell you a little bit more about IOC, since I ran the team there for a couple of years. IOC is not in the same category as any of the stuff we're talking about now. IOC's a great organization. If you want a network, if you want access to thought leaders, if you want education, if you want to contribute to the mission of coaching and to coaching research, it's a great organization to join and the membership is an absolute bargain, right, but it's not going to in any way directly increase your coach capacity like some of these platforms can do.

Alison Whitmire: You're not going to get clients from being a member.

Chip Carter: Yes.

Alison Whitmire: You're going to maybe become a better coach.

Chip Carter: That's right, but I also will say, Alison, that ... To correct you a little bit ... The constituents, the member constituents that I ... so you're pretty equally divided between leadership and executive and business coaches and health and wellness coaches and then a small segment, life coaches, so we support all coaching and all coaching science.

Alison Whitmire: Great.

Chip Carter: But the focus is mostly on leadership and health and wellness.

Alison Whitmire: Nice, nice. Okay, Kris, what else is coming up?

Kris Harty: Excellent, we have another question from Christine Conway as well and she says, "How does this," meaning working with platforms, "Help protect the value of coaching?" She's seen some past payments on websites that were for under \$20 and she says that's concerning to her.

Chip Carter: Yeah, so a couple of responses to that, Christine. It's a great question. First of all, there is downward price pressure on coaching, but that's partly because of democratization. Coaches can still demand a pretty high wage, if you're coaching a C level executive. We have four tiers on Leaderjam to support a pretty wide variety of coaching expertise, coaching experience, and coaching rights and we go all the way from tier one which is coaches who charge \$75 an hour to \$200 an hour, all the way to tier four, that's \$600 an hour to \$1,000 an hour, right.

Chip Carter: One of the great things about the Leaderjam platform, which I'm part of, just in ... If you haven't gotten that already, I will confess to a slight amount of bias ... is that we let coaches set their own rate, right. Most of these platforms, though, you're not going to find coaches on the platform that are available that are only \$20 an hour. There are different pricing schemes. In some cases, some of these coaching companies have subscriptions where you might be able to connect to a coach for a monthly subscription rate, right.

Chip Carter: That, in my opinion ... We work on an hourly rate basis, in my opinion, that's a little more dangerous because if you're a client, you can get a lot more or a lot less from a coach for a standard subscription price, and some platforms also have kind of buckets of standard pricing so I think Saberr is one of those where there are a couple of different categories: master coach, coach, leadership developer or something like that and there are rates for those three cate ... and you're in one of those three categories and there are standard rates. We don't do that in Leaderjam, but some of those platforms do.



Chip Carter: To answer the broader question, I think there is downward price pressure, but there's also a proliferation of the need for coaching and so it's not the same day as it was 10 years ago, you know.

Alison Whitmire: Yes, to ... What I'll say is that, yes, there's downward pressure, no doubt.

Chip Carter: Yup.

Alison Whitmire: And you know what the global ICF study in 2016 found is that the average coach spent 3.14 hours per every one hour of coaching.

Chip Carter: Right.

Alison Whitmire: Right, that time is spent in [inaudible 00:42:07]. It's spent getting clothes, it's spent driving to them, right, so I think the average price per hour in this global study was something like \$225 but when you consider that it took 3.14 hours to get that one hour of coaching, then the effective coaching hour was \$75 an hour.

Chip Carter: Right.

Alison Whitmire: Right, so ... and I imagine that we can do better than that on most of these platforms, so I think we just have to kind of look at the more realistic bigger picture at, yeah, we can't ... It's not apples to apples to say, "Boy, if I was doing this with a client on my own, I'd be charging \$400 and, boy, I half, it's \$200."

Chip Carter: That's right.

Alison Whitmire: Well, if it's taken me three hours to get the \$400 and I can get the \$200 in less than 30 minutes ...

Chip Carter: Exactly.

Alison Whitmire: Right, I'll fill my capacity with the \$200.

Chip Carter: Yeah, so our model is to ... You know, I'm batting a thousand now pretty much in terms of coach recruitment and because when I tell, when coaches hear the value proposition for coaches, there's not a lot to lose. You don't have to pay any fee, you set your own rate, you know. There's a built in market, you get to use other tools that are part of the platform, including real time communication. It's a pretty win-win proposition and one of the things that we do and I think that you'll see this more, one of our innovative things is, at Leaderjam is load balancing.

Chip Carter: What we do is we look at the number of users we have and the number of coaches we have and we make sure that we don't have 500 coaches and five [inaudible 00:43:56] ...

Alison Whitmire: Yeah, yeah. We'll talk more about Leaderjam in a bit.

Chip Carter: Yeah, sure, I don't want to do that ...

Alison Whitmire: I know it's great. We'll definitely give you all that opportunity to come out with Leaderjam.

Chip Carter: Sure, sure, and the point is not from a Leaderjam but to talk about the fact that with load balancing and other algorithms, you're not going to be successful with one of these coaching platforms, unless you can get coaches' work, you know.

Alison Whitmire: Right.

Chip Carter: I think that's part of the mandate for these companies that are doing coaching platforms is to make sure that the coaches get work, right.

Alison Whitmire: Yeah, that should be, anyway.

Chip Carter: Yeah, right.

Alison Whitmire: Yeah, okay, Kris, anything else before we return to our flow?

Kris Harty: Yeah, yeah, you've got a couple of follow up question from Elaine Kafaso. She asks, "What percentage of folks looking for coaching would just fall into tier that you'd mentioned earlier?"

Chip Carter: Right, oh, that's interesting. That's a great question, so at Leaderjam, we have, like I said, we have tier one through tier four and the way we have it, it looks kind of like a bell curve. We have 40% of folks in tiers two, 40% of coaches are in tier three, 5% in tier four, and 15% in tier one, so that's the way our model maps out. Frankly, I don't know how other companies distribute their coaching expertise.

Alison Whitmire: Okay, thank you, Kris. I think we're going to need to get back to our content and we'll come back to you in a bit and hear, see what else people are talking about.

Kris Harty: Sounds good.

Alison Whitmire: Thanks, Kris.

Alison Whitmire: Okay, so then one of the next big questions, Chip is that people have asked themselves is like, "How do I pick a platform? How do I know which one's right for me? Do I have to research all of them?" And so you came up with this kind of a little bit of a shorthand. Can you walk us through it?

Chip Carter: Sure, so here's ... Happy to walk everyone through it, so the trick here though is to realize that these are all attributes, the stuff in the If You Want column, you

want might want multiple of those things, right, but if hard to describe, it's a multi-dimensional kind of issue, right.

Chip Carter: Let's say you want help with everything in an environment where you don't have to be exclusive to the company that you're working with, the coaching platform, what I would do is I would pick a B2B coaching platform like BetterUp, Pluma or Leaderjam.

Alison Whitmire: Some of these platforms do require that you coach with them and nobody else?

Chip Carter: Some of these platforms put exclusivity pressure on you, right, and there are organizations or companies, and really what I'm talking about are mostly the coaching companies like CCL or ... That wouldn't want you ... If you were working for them, wouldn't want you to be pursuing their clients in an outside engagement.

Alison Whitmire: I see.

Chip Carter: We don't, Leaderjam and BetterUp and Pluma don't actually want that either, but we actually encourage non-exclusive arrangements because we know that coaches get their livelihood from different sources and we don't want to strip away any of those sources and we also don't want to make promises in the dark, that you're going to, you know, within the first week of coaching on our platform, you're going to get 40 hours of solid coaching work, right.

Alison Whitmire: Okay.

Chip Carter: Yeah, so if you want help with everything that is tools, a built in market, right, coaching resources, I think a B2B coaching platform is a good thing to look at, right. If you want help with marketing and client acquisition, but you want to remain an independent coach, and the caveat here is you would prefer more clients over total control of client selection, right, so that's where ...

Alison Whitmire: Yeah, say more about what you mean by that.

Chip Carter: You're not as picky about the clients you get, you could get Millennials, you could get C level execs, you could get any number, again, I would go with a B2B coaching platform or a B2C, business to consumer coaching platform broker. If you want lots of control ... Let me explain that a little bit. The coaching platforms, clients, actually come to you. They'll find you, they'll say, "I want to coach with this coach." As a coach you can turn down those engagements. That's not a really good thing to do, you know, if you get a coaching engagement on one of these platforms, the expectation of the platform is unless the person is uncoachable or needs a psychotherapist or something else, you're going to coach with that person, right.

Alison Whitmire: Okay.

Chip Carter: With a B2C coaching platform broker like Ace-Up or CoachMarket, all they do is connect you, the consumer, and you, the ... and I don't know whether it's swipe left or swipe right to reject, but it's easier to say, "No, I don't want that coach." "I don't want that coaching client," right. "I'm not available," whatever it is, right.

Alison Whitmire: Got it.

Chip Carter: Yeah, okay.

Alison Whitmire: Got it, okay. That's super helpful.

Chip Carter: Right, so if you want help with coaching engagement and resource tools with companies that you select and coach, so let's say you want to retain that entrepreneurial thing, you want to continue to market yourself, you want to be very specific about the companies that you work with. For example, maybe you only want to work with education non-profits, right, then a B2B or C resource development, a leadership development career platform would be the best and that's a resource platform that can provide you resources to help you with your engagement but they're not going to bring the company and the clients along with them, right.

Chip Carter: If you want to focus on team coaching engagements and tools, there are platforms that do specifically that. Saberr's one of those, you can also, again, go the route of business to business or business to consumer resource platforms that give you tools to help work with teams

Alison Whitmire: Okay, so like leader ... What you've got down are Leader Dev-Career, those are just provide tools?

Chip Carter: Correct, they provide tools. In some cases, some of those offer live coaches but most of them don't, right.

Alison Whitmire: Okay, so if I want to enhance my tool kit for working with teams, I could go there?

Chip Carter: Right.

Alison Whitmire: Okay.

Chip Carter: Saberr is focused on team, at Leaderjam we're focused on teams, we have tools and collaboration stuff for teams. There are ... and Saberr has been around a little while, they're very mature and in the team space.

Alison Whitmire: Okay.

Chip Carter: You know, you may like one on one engagements a lot more than you like team engagements or vice versa.

Alison Whitmire: Sure, sure, and Saberr matches teach coaches with teams, right?

Chip Carter: Correct.

Alison Whitmire: Yeah, okay.

Chip Carter: It does the same thing, it matches coaches with teams and let's the coachee select, right.

Alison Whitmire: Okay.

Chip Carter: Let me put it this way, makes, allows you to finally select, all these platform do a kind of pre-selection for you, they filter the coach, the coachees and the coaches together, so you get not all the coaches recommended to you on the platform, but some of the coaches who fit the kind of coaching you want, right.

Alison Whitmire: Okay.

Chip Carter: Right, and then if you want the market to come to you with close to no strings attached or without having any, to adapt any, someone else's coaching program, then a B2B coaching platform like Leaderjam or a B2C coaching platform broker because they don't come with any dogma. If you're part of, for example, the BetterUp team, you have to go through a process with them about how they kind of want you to coach. Some platforms do that, some platforms don't do that. If you really want a market and you want pretty much total freedom and no strings attached, there are B2B coaching platforms that will support that and there are B2C coaching platform brokers that almost all of those support that, because they're not bringing the company with them, right.

Alison Whitmire: Okay, so there's a ... I got a little lost in what you said.

Chip Carter: Got it.

Alison Whitmire: It sounded like you just talked about a mix of one and three.

Chip Carter: Yeah, a mix and one the three? You mean B2B platform and B2C coaching platform broker?

Alison Whitmire: Yeah, yeah, so I think what ...

Chip Carter: Yeah, the reason I did that ...

Alison Whitmire: Okay, I think what I'm hearing you say is that if I want a mix of shorter on demand, longer term engagement and I'm willing to kind of go put ... Use somebody else's approach ...

Chip Carter: Oh, you know what, I skipped ... You're right, I skipped down to three. I didn't see you shift pages.

Alison Whitmire: Yeah.

Chip Carter: Let's do the first one at the top first.

Alison Whitmire: Okay, yeah, I just want to get it all [crosstalk 00:53:38] ...

Chip Carter: Yeah, yeah, a mix of shorter on demand engagements with longer term engagements, right. Most of the B2B coaching platforms are going to do that, because, you know, someone will pick you based on what they want, in terms of coaching expertise and how much they want to pay, et cetera, and you'll engage with that coach and the coach, typically, would want to accept you if you were a Millennial who just wanted an hour session on how to deal with their difficult boss or if you were working with a mid-level manager who wanted leadership and development coaching over a six month period.

Alison Whitmire: Oh, that's super helpful, 'cause I wasn't completely tracking ...

Chip Carter: Yeah.

Alison Whitmire: Yeah, 'cause I may do laser coaching with one person one day and maybe never see the again ...

Chip Carter: Correct.

Alison Whitmire: Or I could do six months or a year with somebody.

Chip Carter: That's right, that's right.

Alison Whitmire: Okay.

Chip Carter: I discovered, you know, most of my engagements were longer term engagements but I've actually discovered that I really like the shorter term engagements and, frankly, that's kind of where Millennials are moving. Millennials are moving to rather than these kind of long, extended leadership development efforts, they're more context driven, immediate demand driven engagements that will come to you if you're on one of these coaching platforms, right.

Alison Whitmire: Yeah, yeah.

Chip Carter: Yeah.

Alison Whitmire: Then if I go on one of those platforms, maybe not Leaderjam, but BetterUp and others, there's a kind of a ... Gosh, I don't want to have a negative valance to it ... there's a program, and approach, there's some kind of way they do coaching that I need to buy into and adopt?

Chip Carter: Yeah, in some cases it's, I think, typically, it's very light touch. You know, what we say is, "You bring the expertise and we bring the platform." Some platforms also have a way of coaching that they believe is great and if you're part of an internal coach, as you're from an internal coach, you're part of a coaching company, you'll be doing that as well. I don't think it's necessarily a bad thing, it's just a preference question, right.

Alison Whitmire: Yeah.

Chip Carter: Yeah, then the second one is a steadier paycheck that might avoid both the upside and downside of an independent practice, well, then we're really not talking about like an entrepreneurial thing anything. We're really talking about being part of a coach company like Center for Creative Leadership or seeking employment as an internal coach, and again, very viable options, it really depends on what you want. Some people really want to be entrepreneurs and want the upside of an entrepreneurial practice. Some of you care more about kind of a steadier paycheck.

Chip Carter: I think that's a false dichotomy in some ways and I'll tell you why. The platforms, over time are ... I think the intent of a lot of these platforms is to give coaches enough work so they really feel like they're getting a steady paycheck and they're making a living wage, right.

Alison Whitmire: Yeah.

Chip Carter: And companies like, I know companies at Center for Creative Leadership and they don't, sometimes they pay salaries, sometimes they don't, sometimes you're paid based on the coaching engagements that you do, so that varies, right, too. The devil's in the details on all this stuff. You have to kind of dig in and figure out.

Alison Whitmire: Okay.

Chip Carter: Yeah.

Alison Whitmire: Great.

Chip Carter: Then the last one is the one we already kind of covered with, you know, if you don't want strings attached, then go with a business to consumer coaching platform broker, you know, and see what happens there. The good news on a

lot of these is you can experiment. You know, you don't have to over commit. You can experiment, try it out, watch what happens for a couple of months or a year ...

Alison Whitmire: How long does it take to, like what's the startup process? I know it's different for everybody, but like let's say, you know, I think the platforms that people responded to were like ... BetterUp was one of the better known one.

Chip Carter: Yup, yup.

Alison Whitmire: Like so how long could I expect the process and how much time does it take for me to get up as a BetterUp coach, assuming I qualify and can do that?

Chip Carter: Yeah, I'd be telling you a story if I told you I knew.

Alison Whitmire: Okay.

Chip Carter: I don't know. I don't know how long ...

Alison Whitmire: If anyone in the audience knows the answer to that question, I mean we're going to ask in a minute how many of you are actually working on these platforms, if anybody, so if anyone in the audience is working on one of these platforms and is willing to share that, we'd love to give you the microphone in a bit and just put us in the chat and we'll give you the microphone, you could tell us.

Chip Carter: Right, right, what we're expecting, I can tell you what our expectations are as a B2B platform. As a B2B platform, our expectations are we would like to see many of our coaches get at least 10 to 20 hours of coaching work on a weekly basis over time, but of course, that's contingent on the number of companies that sign up, the number of users that are part of that company that have seats on the platform, et cetera.

Alison Whitmire: Yeah.

Chip Carter: Yeah.

Alison Whitmire: Nice, that'd be nice.

Chip Carter: Then if you want more engagements with the younger mix of clients or a broad mix of clients with lots of career coaching then, you know, there are B2B or C careers resource platforms like TheMuse and some of these platforms, by the way, offer mentors. They don't offer, they have coaches, right, but some of them also do their coaching with mentors. EverWise is an example of one. That's not a coach network, it's a mentor network and I don't think the mentors are compensated at least like coaches are compensated, so ... or a coaching platform, which is targeting coaching democratization and Millennials and



Coaching Right Now is a good example of a platform, which is really aimed squarely at mid-level managers.

Chip Carter: BetterUps and the Leaderjam, all of those things are into the coaching democratization movement and believe that's a mission of coaching and their platform. They want to see leadership development pushed down to lower levels in the organization.

Alison Whitmire: Got it, so John Maxwell is asking, "What platforms would be best for sourcing international clients, outside the US?" Do you have a sense of that?

Chip Carter: Boy, that is a great question. I think most of the platforms involve international coaches and multilingual coaches. I know ours does, but I don't know how many of those platforms are engaging global clients and what the stats on some of those are.

Alison Whitmire: Yeah.

Chip Carter: I would say, you know, if you're immediately looking for a lot of global engagement or engagement with international customers, do a quick search and find out how many, you know, which of these coaching platforms support that and where all the customers are.

Alison Whitmire: Okay.

Chip Carter: Yeah.

Alison Whitmire: Right.

Alison Whitmire: All right, so Kris, what is going on in the chat? By the way, yeah, we're going to ... I guess, looks like, Kris, you put out the how to pick a platform link in the chat?

Kris Harty: Yup, that's right. That's right.

Alison Whitmire: Great.

Chip Carter: That's like "Peter picked a pick of peckled picker peppers" or something like that or ... I'm sorry to go down that path, Alison. How to pick a platform.

Chip Carter: [crosstalk 01:01:35]

Chip Carter: Yeah.

Kris Harty: Well, Elaine has another good question here, too, speaking about different platforms, and then she brings up a couple, a few other companies, organizations, and she says, "Where do you put firms like Cambria, Oxford

Group, Lee Hecht, et cetera, that use coaches as contractors and provide them to corporations? What category do they fall into?"

Chip Carter: That's the coaching company platform I talked about and those companies typically have a lot of tools, like CCL has a ton of tools and they did their own Research Center for Creative Leadership. I know Lee Hecht Harrison does the same thing. In truth, Cambria does, too, so those are similar to the virtues of becoming an internal coach, I think, if you want to be part of that company, it's more structured, the paycheck may be more regular, you know closer what to expect, right, if you're part of that company, and you'll have colleagues. It will feel like more like you're in a company, right, than an entrepreneur.

Kris Harty: Terrific, thank you.

Chip Carter: Yeah.

Kris Harty: We've had a couple of comments and questions that I think are suggesting that there might be some confusion with websites that people are Googling for Leaderjam and there's one [crosstalk 01:03:03] ... Yeah, for [crosstalk 01:03:05], not necessarily B2B and there's some [crosstalk 01:03:08] ...

Chip Carter: Yes, yes, yeah, right, right.

Chip Carter: Our company was actually started a year and a half, two years ago and in that initial incarnation, it was a mobile platform but it shifted so if you're interested in Leaderjam and finding out more about Leaderjam, the best thing to do for right now is to contact me and I can send you some information about Leaderjam. I could send you a video of how we work. I can send you a Sparks presentation, a web presentation on what the virtues are for coaches and I'm happy to do that.

Chip Carter: If you want to go to [www.leaderjam.com](http://www.leaderjam.com), that's where coaches that we bring on board actually go to register, but we're right in the middle now of overhauling our website, so we don't actually right now have a great landing spot for people who are interested in the company, but I can provide plenty of information if anyone's interested.

Kris Harty: Terrific, terrific, and Alison, thanks, too, for showing the screen here with Chip's contact information as well. We'll show this at the end of the podinar as well and we'll also include that information in the follow up email that will go out to everyone tomorrow.

Chip Carter: Great.

Kris Harty: Yeah, and that's about all we have in the chat, right now, Alison.

Alison Whitmire: Okay, thank you, Kris.

Kris Harty: Yeah.

Alison Whitmire: Okay, so let me launch that poll to see if anyone is working on any of these platforms now. We'll see if we can get some takers, see what people's experience is. Looks like a lot of zeroes, so far.

Alison Whitmire: While this poll is being launched, Chip, one of the questions we got from Ken Jacobs in Advance was, "What is capacity?" In other words, what's the ideal number of coaching sessions per week?

Chip Carter: Actually, I'm interested in what you think about that Alison, but I'm happy to speak to it.

Alison Whitmire: Yeah, yeah, so what I ... You know, obviously, like everyone's different.

Chip Carter: Right.

Alison Whitmire: For me, what I've learned is that from 15 years of experience is that I can do no more than six sessions in a day, 'cause I start to really burn, like just really burn out.

Chip Carter: Yeah.

Alison Whitmire: I can do five sessions in a day and that be sustainable.

Chip Carter: Right.

Alison Whitmire: I could do five in a day, I could probably do ... When I'm coaching full time and I'm running ... Right now, I'm running Learning in Action and coaching so I'm not doing either full time but I can do five a day or 20 a week and I like to have Friday off to do administrivia.

Chip Carter: Right, sure.

Alison Whitmire: That's kind of how I've done it. Like, I max out at about ... and obviously, it's a little bit different ... I max out at about 40 clients.

Chip Carter: Yeah.

Alison Whitmire: Yeah.

Chip Carter: Yeah, yeah, for me, I, having been an ex-software guy, I think like an engineer and I also bring scientific method to it, so the way I think about this is ... First of all, my personal experience, I've never had more than six sessions a day, so I think that's probably a good metric and let's face it, coaching is a really intense engagement and you can't just go into a coaching session cold. You have to prepare for it mentally and informationally, logistically, right.

Chip Carter: But I think the question depends on a whole lot of things, right, like in terms of coaching capacity, you might be working 60 hours a week, but you're spending one third of your time doing coaching overhead stuff: marketing, administrivia, that kind of thing, right. If you want to improve that mix and still work 60 hours, the coaching platforms might be good.

Chip Carter: I think you have to be clear first on kind of what you want. What's your work/life balance like? How many hours do you want to work a week? Do you want to work on weekends, right? How many sessions can you handle a day, as you put it, right? Then for me then there's also a question about what kind of coaching do you want to do? There's some kinds of coaching which involve a lot more preparation and then involve less, like a one on one session with a Millennial who just wants to know how to deal with their difficult boss, right.

Alison Whitmire: Yeah.

Chip Carter: I hate to say it, but the coaching capacity question is a function of what you figuring out what you want first, what your vision is for your practice, right, and then what will the market allow, right. Then the scientific method thing is experiment and see how you feel, you know. How does it feel to have, if you can get 40 sessions a week, how does that feel? If you're getting paid at a good coaching rate and you're doing 20 sessions a week, that's way better than the average livelihood in the United States. If you're getting paid a \$100 a week, that's a \$100K a year, right, less taxes, other things, right, but that's a very respectable living wage, right, so yeah.

Alison Whitmire: Yeah, yeah, most in [inaudible 01:09:13] ... It's something I talk a lot about. The average coach doesn't make a living coaching, which I totally want to change.

Chip Carter: Right.

Alison Whitmire: It's criminal.

Chip Carter: Right.

Alison Whitmire: Yeah, so it looks like no one in the voting audience right now actually has a familiarity or has spent time working on any of these platforms, so great, that's probably why they're here.

Chip Carter: Big opportunity and, you know, the thing I can tell your attendees is for a lot of these platforms, there's very, very minimal risk and very, very minimal upfront investment, right, and potentially a pretty big payoff, so I think you're doing yourself a disservice if you're not at least investigating, right.

Alison Whitmire: Yeah, yeah, totally, totally.

Alison Whitmire: Kris, anything we want to be attending to in the chat box?

Kris Harty: No, I think we're caught up.

Alison Whitmire: Okay.

Kris Harty: Yeah, just rechecking.

Alison Whitmire: Okay, thanks.

Alison Whitmire: What we'd love to hear from our audience today is what doubts do you have? What would keep you from doing it? What concerns? Anything, you know, assuming you have excess coaching capacity and I'm assuming you're on the session today because you do, like what doubts would you have or concerns or obstacles would you find in investigating and eventually maybe going on one of these platform. We'd love to put that in the chat and we'd love to speak to that if we can.

Alison Whitmire: While we are waiting for that to come in, Linda Swanson, Celia Tyson, Perry Strong, Todd Williamson all asked some really good questions in advance and they were ... I put them in the category of how do I help coachees choose me over anyone else? Like what's the role of niche coaching? What's important about my creating a value proposition and ... One of the things that I talk about sometimes that I've had to unlearn is I felt like I got out of coaching school initially, with the belief that I shouldn't niche because it's I shouldn't be offering my expertise and that's ... My experience has been is that's been in real conflict with what's the market's asking me for, so I'm curious where you come from, particularly with this idea of like the commoditization of coaches and when I have a 100 coaches on a platform and I'm going to choose one, like that from the coachee perspective and I'm the coach, how am I going to delineate myself? Why should someone choose me and how does that relate to me having a niche or a value proposition?

Chip Carter: There's some additional questions in the chat, I just noticed, Alison.

Alison Whitmire: Uh-uh, so do you want to speak to that question or ...

Chip Carter: Sure, yeah. Sure, so there's a question about do these platforms use video or phone ...

Alison Whitmire: Oh, sorry, Chip.

Chip Carter: No, keep going, yeah, keep going.

Alison Whitmire: Yeah, yeah, so let's let Kris monitor the chat ...

Chip Carter: Yeah, sure, sure.

Alison Whitmire: So you and I could stay engaged in this conversation.

Chip Carter: Sure, sure.

Alison Whitmire: My question was around your take on the importance of specialization versus not, yeah, so what's your take on that?

Chip Carter: Yeah, yeah, and you and I have talked about that. I think it's very important for coaches to specialize over time, for a couple of reasons. One is in the beginning it might be harder to find your niche but given the proliferation of coaches and the proliferation of platforms like this, if, you know, you're going to be competing if you say you do all kinds of leadership development. You're going to be competing with other people who have settled on a niche, right, and do have specialty expertise in those areas and that makes you less competitive. I think finding a niche, developing it, and then if you want to expand once you've developed that niche, it might actually be easier to do that than to start that way.

Chip Carter: The other thing is just for your own preference and job satisfaction. Most people, there are certain kinds of coaching engagements that most people like and I think it's better to focus on those that really bring you satisfaction than the ones that are all over the map. The shotgun approach might work for a while, but over time, I think it becomes harder, yeah.

Alison Whitmire: Yeah, so for someone who doesn't have a niche and is feeling, maybe based on our conversation that they want one or they would benefit from having one, what's your sense of how they ... or they start?

Chip Carter: Yeah. You need to work with a coach.

Alison Whitmire: That's kind of true, isn't it?

Chip Carter: It is, it is. It is true.

Alison Whitmire: It is kind of true.

Chip Carter: Yeah, and the way I'd say narrow it down, there are a couple of ways to narrow it down. You can experiment your sell with different kinds of coaching engagements, right. You can talk to someone who's a coach about your preferences in life and help get clarity on that and a vision around that. Those are the things I do. I mean the way ... I don't know how you whittled down your practice, but there's also kind of sometimes an organic migration toward you for certain kinds of coach engagements.

Chip Carter: I found that people love to talk to me who are in business around technology and marketing. What a shock, you know, 'cause those are areas that I've spent a lot of time dealing with and I actually love those engagements. Leaders who are involved in those areas, that's a niche that I have that I enjoy.

Alison Whitmire: Yeah, and as we've talked about I have a strong opinion about this because commoditization can only happen if we coaches allow it to be, right. We allow ourselves to be commoditized, like if we present ourselves like everybody else.

Chip Carter: That's right.

Alison Whitmire: Yeah, right, so our value proposition is connected to who our target market is and how we help them with whatever they bring to coaching in a way that is unique and different and customized for that particular target market.

Chip Carter: Right, so when you say commoditization, what are you thinking?

Alison Whitmire: What I have in mind is this idea of the, like the ... I'm not on any of the dating sites, but because the Tumbler, whatever is version of ... it's like, "Well, I could have that one or I could have that one. I get ..." Well, and here's the thing, too, is I can't tell you how many coaches ... Because I talk to lots and lots of coaches. I love being a part of the coaching community and I'll say, "Who do you coach?" And because I have way more referrals, coaching opportunities that I can take, I regularly refer my prospects to other coaches, because I have more than I can take, 'cause I've been coaching for 15 years.

Chip Carter: Right.

Alison Whitmire: I'll say, "Who do you coach?" And what I hear back is, "I coach emerging leaders." I'm like, "Well, that's 90% of the population, okay." What I find is people describe who they coach in a way that's so broad, it could be anyone and I can't ... I'm putting myself in the place that future coachees are, which is like I have this opportunity, I need to place it with a coach and I have no idea how to place it because they all look the same to me.

Chip Carter: Right.

Alison Whitmire: That's what I call commoditization is when all the coaches look the same and that's what ... That and we coaches are allowing that to happen.

Chip Carter: Yeah, yeah, I think of commoditization as an overloaded term. To me it's a little bit like mindfulness now. It's becoming, it can mean anything or nothing, right. The way I think of it is more standardization and broader awareness of coaching rates of the types of coaching engagements, of tools that you can use for coaching, and I'm pretty value neutral. I actually think a lot of those things are good, the thing that coaches have to resist is being put in a box with other coaches where your virtues and your differentiators are not delineated, right, or not highlighted.

Chip Carter: That's really, I think, more up to the coach than a lot of these platforms. Like, you know, on our platform and I know on others, they allow you to choose of expertise and we have, I think, over 40 or 50 areas of expertise and you can pick

multiples of those, so that combination and your unique skills can come forward but you're right, we want to resist ... Even though there may be pressure for some standardization, right, the reality is coaching engagements are still complex. It's still human to human, being interaction which requires all of the complexity that can be invoked in that context, so it's very important for coaches to embrace that and resist efforts which are labeling them, standardizing them, putting them into a small bucket, right.

Alison Whitmire: I'm going to launch a poll and then check in with Kris, please vote, like, how likely are you to use a service or a platform like the ones we've been discussing. We're just curious.

Alison Whitmire: Kris, what questions are showing up in the chat box?

Kris Harty: Yeah, we have a number of questions, Alison and Chip, and comment as well from Lowell Nuremberg, who says, "If you define types of problems you're adept to solving, that might indicate your niche," so ...

Chip Carter: Right.

Kris Harty: Just a good point. Couple of other things that maybe relate more to what we were just discussing, too. One is from ... I'm sorry, I just had it here and scrolling got away from me. Christine Conway had a good question about quality control, which relates a little bit to commoditization. "In the interest of protecting the profession and making sure that the coaches are delivering quality services," that's a concern of hers, can you speak to that a little bit?

Chip Carter: Sure, if you take or any of the other platforms as an example, there is a pretty rigorous application process. If the platform hires coaches who don't deliver high quality, the company will know about it and they're not going to survive and the way that this works with companies is that, the company and the coaches crowd source rate the coaches, right. You're evaluated in the company for your effectiveness and there are also metrics which the platforms employ to help companies understand how coaches are delivering value. That's more, those are ROI metrics are much more common. It's kind of like what happened when people were worried about the cloud being less secure than ...

Chip Carter: 'Cause you'd hear about one cloud break in or one cloud like the Amazon cloud got broken into or got hacked, the reality is, I think, that you're likely to see higher quality being pushed and enforced by the coaching companies than you are with private practitioners. Just like cloud services now, we know, and I know this is an IT guy, cloud services are more secure than the stuff you can roll yourself at your own company so ... and everyone might not buy that argument but I actually don't believe that most of these platforms, they're organically incented to provide high quality coaches, because it's part of their business model. If they don't, they won't stay in business.



Alison Whitmire: Great, so we have just about five more minutes left and I'm going to share the results of that poll. Well, looks like, we got about 50, 47% likely, so ...

Chip Carter: Great.

Alison Whitmire: That's interesting.

Alison Whitmire: Chip, tell us anything that you want us to know about Leaderjam that we haven't talked about already.

Chip Carter: Yeah, sure, well, thank you for the opportunity to do that and by the way, there are plenty of great platforms and tools. We're very new to the market place. Like I said, we haven't gone live yet. That's going to happen on October. Leaderjam was started by a brilliant and socially sensitive and conscious entrepreneur named Kevin Sheehan, who has a history as a successful entrepreneur, he started [inaudible 01:23:09] Music, which you might know about from Starbucks engagements years ago and he's done a bunch of really great things and he is also committed to social change.

Chip Carter: For us, Leaderjam is not just about profit. We're a for profit company but we really believe that leadership development's time has come and coaches and the time for coaching has come and that the coach approach should be shared and spread. That's what we're about. I already described the platform a little bit. We have a fair number of companies interested in what we're doing. We start trials in October. We're still recruiting for coaches. We have some extremely high quality, some well known coaches on the platform, which I'm very proud of and I think the virtue of it for coaches is I can make a presentation available to you, Alison, if your folks would be interested, it's just a Sparks website and Adobe website which people can go to and see what the value prop is for coaches who are on the platform.

Chip Carter: For me the great thing about it is it's a win-win. For coaches, you know, if you only get four hours a week, that's four hours you didn't have and there's a lot less overhead associated with that than other coaching engagements. When I saw this as a technology guy and as a coach, I thought, "Wow, I've just got to be part of this." Fortunately, Kevin and I hit it off. There are other great people in the company. We have a great development team who's developed a product which is really modern, easy to use and fun to use, so yeah, lots of good stuff going on.

Alison Whitmire: Nice, nice.

Chip Carter: Yeah, thank you.

Alison Whitmire: Well, we have one last question from Charlene Kushner.

Chip Carter: Sure.

Alison Whitmire: Hey, Charlene. She's asking about these platforms being, "Are these platforms more beneficial for business niche coaches than general life niche coaches?" What's your thoughts on that?

Chip Carter: Yes. Yeah, I would say ...

Alison Whitmire: Yeah, I think that you could go to ... The only thing I'd say to that though is I think someone with expertise that is applies to everyone on the planet like expertise in emotional intelligence.

Chip Carter: Absolutely.

Alison Whitmire: People with expertise in polarities, people with expertise in narrative coaching, like ...

Chip Carter: Absolutely.

Alison Whitmire: Which can apply to anything ...

Chip Carter: Context.

Alison Whitmire: Then they'll be fine, yeah.

Chip Carter: Absolutely, frankly, I'm still more interested in a coach that's a great coach than someone who has highly developed expertise in a particular arena like digital marketing, right. Yeah, I agree with that and by the way, we do actually have a life coach or two on our platform and a career coach or two on our platform so it's agreed with that, Alison.

Alison Whitmire: Yeah.

Chip Carter: Yeah.

Alison Whitmire: Well, so we're coming toward the end of our time here in the last couple of minutes, if you'd like to follow up with Chip, please do. If you want to follow up with me, please do.

Alison Whitmire: These podinars are sponsored by Learning in Action. We do emotional training, emotional intelligence training and it is much more holistic toward the whole person, applies in multiple settings. We have trainings coming up, as you can see here. If you want to know more information about our trainings, you can find details about that at the [LearningInAction.Teachable.com](http://LearningInAction.Teachable.com).

Alison Whitmire: If you want to subscribe to this podinar, which we do monthly, or the blog that I target to coaches, that occurs weekly, please look in your chat box and you could subscribe using the link that's in the chat and until then thank you so much, Chip, for joining us today.

Chip Carter: My pleasure, Alison. Thanks to all of your attendees and ...

Alison Whitmire: Super, super valuable and ...

Chip Carter: Yeah, great format.

Alison Whitmire: Super fun, too.

Chip Carter: Yeah.

Alison Whitmire: We don't have a date for our next podinar and when we do, we'll be sure and let everybody know. Thank you all. Thank you, Kris. Thank you, Corrie. Thank you, Chip. It was great being with you.

Chip Carter: Thanks, okay. Take care everyone.

Alison Whitmire: Bye-bye.

Chip Carter: Bye.