



## THE COACH: DISRUPTOR FOR DISRUPTORS

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unday afternoon drifts into evening and familiar feelings emerge. There's that noticeable knot in the pit of the stomach or tightness in the shoulders, indicators of stress and anxiety creeping in.

"I hope my boss is in a better mood tomorrow," says the voice inside their head as they vainly attempt to be present with their family at dinner. "How will I deal with everything on my plate?," it asks as they brush their teeth that evening. And on Monday morning as they awake, "please, no more new fires this week."

Considering that we put about a third of our life into our work, it's a shame these thoughts echo through people's minds at the prospect of Monday and the start of another work week. Sadly, this is the reality for many of your clients, and most of their colleagues.

They experience moments of despair, wanting to resign, to check out and get out. Happily, there are other moments when they muster the courage to admit they need help, and they come to you. As coaches, we're driven by the impact we make – not just on our clients, their performance, growth, fulfillment and lives, but, by extension, on everyone they interact with on a daily basis.

You are invited into the hearts and minds of great and emerging professionals, and in return you invite them to join you in the realm of possibility and differing perspectives where they may consider themselves objectively. You have a challenging role and a wonderful privilege. You are part Zen master, Jedi, angel, philosopher, empath, and much more all at once. This role can be taxing, draining, vet most often incredibly rewarding.

When my courage wanes, when I doubt my ability to truly help, when my own beliefs and values want to hijack my impartiality, I think of the downstream effects of my work and how the people I touch go on to impact others, often so deeply that it cascades to even more people. Whenever you feel that familiar presence of doubt sneaking about like a thief in the night, I encourage you to remember your greatest successes and the people who are spreading your philosophies and methodologies to those around them, and the change that's causing in the world.

I want to remind you, my fellow coach, that you are a disrupter in the best possible way. Your work improves the lives of your clients, creating a ripple effect spreading across families, companies, industries, and geographies. Your courage in taming your own thoughts, beliefs and emotions helps others conquer

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We often associate the term 'disruption' with macro-level change. But you, the coach, are afforded a unique opportunity to create disruption at the level of the individual. You, leader of leaders, are there to hold up a mirror, to unpack their issues, and to interrupt and challenge their harmful habits and belief systems.

theirs. Your ability to shake your clients out of their problem beliefs and behaviors leads to disruption on a micro scale, which spreads out into the macro world.

You may not get a lot of press for the work you do, but everybody benefits from the ripple effect caused by you and your work. The world thanks you.