The Goals of Life Coaching by Graham Rickenbaker

A skilled personal trainer with an executive clientele, Graham Rickenbaker develops customized exercise and diet routines to meet each client’s specific goals. He has been instrumental in clients’ achieving fitness goals and overcoming obesity, diabetic-level blood sugar measurements, and elevated blood pressure. In addition to his work as a personal trainer, Graham Rickenbaker also serves as a life coach to executives at particularly stressful points in their professional or personal lives.

[Life coaches](http://en.wikipedia.org/wiki/Coaching%E2%80%8E) are practical professionals who help their clients change their behavior. They sometimes use tools developed in other disciplines such as psychology, sociology, or career counseling. They work with their clients to help them identify their goals and then develop plans to achieve them. Unlike sports coaches, who give instruction and advice oriented toward winning in competition, life coaches help clients identify their own strengths and weaknesses, and then use them to achieve their desires and aspirations. Coaching is not a substitute for therapy, however. A good coach will refer a client to a competent therapist if necessary.

Life coaching frequently yields rapid results. One of the reasons for this is that there is no predetermined goal or set of objectives. As the synergistic relationship between coach and client develops, it is generally the client who determines the goals as a result of the coaching. Another is that when individuals try self-improvement programs without assistance, they often do well until they hit a snag or get distracted. A life coach helps the client stay motivated and on course, and teaches how to avoid and ignore the distractions that inevitably arise.