



SeattleCoach Rules

(Hanging by the frig at SCHQ since 2011)

Our goal is to inspire, lead, and grow a tribe of world class professional coaches who are contagious personally and professionally. We believe that just about everyone on the planet has a service and a presence that the world needs, and that professional coaching and coaching leadership can help most of them to find their magic.

1. We pick people whom we would want to be coached by. Each one has the stuff that's hard to teach.
2. We believe that when people meet face-to-face, whether virtually or in the same room, magic might happen. With trust, groups become teams.
3. All of our examples and scenarios are real. And they speak to brains, hearts, and guts.
4. Our coaches understand that for as long as they are in this work, their job is to learn about, and be responsible for how they're wired (aka their desires, abilities, temperament, and assets), and to then bring their "way" to their learning, to their triads, to their coachees, and to the rest of us.
5. Our coaches also never stop developing excellence in the craft of coaching via continuous growth, learning, practice, and innovation. We know that stretching can be uncomfortable, and that part of the job is to stay open to what we don't know.
6. Our coaches understand how their personal presence is central to everything else: their energy, intuition, optimism, hope, grit, zest, humor, playfulness, and curiosity.
7. We pick work that requires us to be positive, interesting, inspiring, engaged, and our best.
8. We make money by delivering solid ROI to anyone who hires or employs us, and we never forget that the market is very discerning.
9. We build into our work fair costs, clear agreements, grace, and generosity. We charge for our time and expertise. The affection for people is free.
10. We do good: knowing that good behavior and personal integrity are non-negotiable to coaching excellence (this is where having good colleagues helps).
11. We have a bias for finding the next possible and desirable step—and for delighting our coachees and organizations.
12. We have fun. Humor, generosity, and grace are everywhere. We know we belong to a tribe, and that we're never alone.

We might change the world.