

The SeattleCoach “3-2-1 Rule”

When we interviewed you as a prospective member of this Cohort, like good coaches, we asked you about the vision and goals you were ready to pursue in this big new chapter of your professional development. Though the focus of our months together in Module I and Module II will be on your development of coaching skills and presence, we’ll keep in mind the additional work before you of successfully carving out your specialty and niche.

We’ll talk about the economic value of this new leadership gear you’re learning. Whether you plan to open your own practice, or to find enough sponsorship inside of your company to make coaching part of what you’re paid to do, we’ll help you to think about your visibility and about how to become found and trusted and hired by the people you most want to serve.

Over the years, I’ve noticed that the SeattleCoaches who are happiest with their development settle into a journey. The SeattleCoach “3-2-1 Rule” has proven to be true for both entrepreneurs and internal coaching leaders who want to make coaching primary to their professional identity. As you continue to get better at “doing the craft and being the coach,” plan on:

3 years of steady progress as you become a coaching subject matter expert (SME). During this time, in addition to earning your [SeattleCoach Badge](#), you will likely complete the [requirements](#) for credentialing with the International Coach Federation (ICF). Along the way, we’ll give you visibility on our [SeattleCoach Network Page](#). You will also learn how to help people find you as a coach. These people will come first from people who know and trust you and the people they know. Your web presence will help—especially if your first coachees see themselves in what you offer. If you’re starting with people you don’t know, you may get frustrated. Start with people who already trust you. Also, during these three years, we’ll encourage you to keep

2 jobs i.e. your “day job” (the one that pays the bills or the one for which your company hired you) and the job of building your expertise and brand (i.e. what you want to become known for) as a coach or coaching leader. In other words, unless you are independently wealthy, plan on holding two jobs for about three years. And even after you have enough momentum and market to shift your weight to more coaching, plan on spending the equivalent of

1 day a week to continue to build your expertise, your content, your opportunities, your visibility and your partnerships. If you’re an entrepreneur, you will also do the work a [business owner](#) has to do. Successful coaches can’t think simply in terms of billable hours. They spend their “day a week” listening, curating, understanding, and getting better, and creating and refining content and processes for the people/sectors they want to serve. SeattleCoaches write and speak and lead workshops and do interviews and offer pro-bono work that helps them to practice and to test-drive their great ideas. Their workshops and resources become “engines” for on-going 1:1 and group/team coaching they contract to do. The “day a week” part of the rule may never go away. It hasn’t for me.

Coaches who practice the SeattleCoach “3-2-1 Rule” during and following Modules I, II and III are the ones who tend to be the most successful in the ways that matter: In their professional growth, in their relationships, in their personal peace, and in their economic value. As a member of the SeattleCoach Network, you are in a great position over time to give and receive both support and challenge, and to build some fantastic collaborations with others who share your journey. Think of the “3-2-1 Rule” as a get-rich-slow scheme.

To the journey then, indeed.