

PEER RESOURCES

Papers

New Directions for Therapists (Audio Tape Series)

Reviewed by
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Coaching has become increasingly attractive to practicing therapists. The reasons, while diverse, reflect some common themes. And nobody has explored and built upon these themes better than Dr. Patrick Williams, a Master Certified Coach (MCC) and the founder of the Institute for Life Coaching (formerly Therapist U), a coaching school that specializes in assisting therapists to make the transition to coaching or add coaching to their current practice. In his latest work, *New Directions for Therapists: Building a Successful Coaching Business*, Patrick Williams, has packaged six audio tapes of live interviews with therapists who have made the transition to coaching.

Each of the fourteen therapist/coach practitioners interviewed responds to a series of questions created by Dr. Williams to provide in-depth descriptions of their current practice and responses as what attracted them to coaching. In addition each respondent provides a unique perspective on what they value in coaching and how they differentiate coaching from therapy. Some of the interviewees are involved informally in coaching and still continue their therapy practice, some have been coaching for many years, and some have completely abandoned therapy in favour of full-time coaching.

While Dr. Williams aids the tape listener by asking each practitioner to respond to a standard set of questions, his ability to listen to and acknowledge their answers enables each person to take the interview in their own direction. Dr. Williams uses the questions as a catalyst to engage in discussion, and he is able to contribute his own perspective and playfulness to the process. The result is a series of fourteen 15-20 minute engaging conversations about coaching.

The therapists included on this tape represent a wide variety of specialties, including marriage and couples practitioners, Ericksonian therapists, family

therapists, mental health and pastoral counsellors and a parenting expert. Some of the therapists, now coaches, mentor other coaches. Most of these coaches had well established and lucrative therapy practices and had spent considerable time acquiring the qualifications to become therapists. But as one coach leader says on the tape, "Your previous degrees and certification may actually get in your way to opening yourself up as a learner."

As a bonus one tape included in this package includes an interview Patrick Williams conducted with Dr. Frederic Hudson, the founder of another coach training organization, The Hudson Institute <www.hudsoninstitute.com>. This conversation between two of the leading experts in coach training yields a number of insights about coaching and therapy, illuminating not only how they differ, but what have in common. Dr. Hudson also shares his perspective on why their coach training program is primarily in-person and intensive rather than telecourse based.

As part of our service at Peer Resources we continually receive requests from therapists to learn more about coaching. In our discussion with each enquirer, comments emerge that are almost identical to those raised in these tapes. So the experiences described on the tapes match what we have also found to be true during our informal discussions. The advantage of the tapes, however, is that each of the interviewed therapists goes beyond their initial reasons for wanting to increase their coaching work and actually describes how they did it and what impact it has had on them.

Patrick Williams has added considerably to the successful practice of coaches and has aided countless therapists to make the transition to coaching. He doesn't minimize or denigrate therapy goals or practice, yet at the same time he clearly illustrates through the voices of experienced practitioners the attractiveness of coaching. He is convinced that the future holds great promise for cross-referral and a better understanding by the consumers of helping services as to the advantages of both therapy and coaching.

The tape set is available from the Institute for Life Coach Training <www.lifecoachtraining.com/> for \$60.00(US) plus shipping. The tapes can also be ordered by calling toll-free: (888) 267-1206.