



# Why do men need coaching?

The Big Answer: **We know there is more.** There is more friendship, more fulfilment and more life available to us. To reach for more we need to choose who we want to **be** and what we want to **have**. What about you? How will **you** be more?

For me, it began with recognising that I was a closed book. Interesting but inaccessible, a black box of thoughts and emotions. Armed with this self-awareness, I was ready and willing to be coached. My journey into being more has meant learning new and varied ways of sharing my experience of life with others. Being coached has created major shifts in how I think and act in two key areas – communication and connection.

## *Communication*

If you find sharing hard, you are not alone. As men we are not naturally inclined to communicate our thoughts and emotions. For many of us, we simply did not have role models to teach us how to communicate well. The good news is, we can change this by getting new tools into our communication toolbox.

To be a good communicator you need to be a good listener. Listening well means you are taking a genuine interest, asking good questions, summarising back what you hear and focusing on understanding instead of responding. Coaching helps you develop conversational confidence so you can trust your intuition and be ready to share your thoughts and questions when the time is right. Being a better communicator is essential for building friendships and meaningful connections.

## Connection

There is a drought in male friendships. Are you surprised to know that in the last 30 years the number of men who have no close friends has grown from 3% to 15%?<sup>1</sup>. Solitary isolation is an accepted form of punishment and yet sadly, this is what many of us are actively choosing for ourselves.

Coaching gives you the confidence to reach out and grow your friendships. In coaching you will get to know yourself, reflect on your experience of life and then strengthen your connections by communicating this with others. Real connection requires more than hitting “Like” on a post. It’s that deeper sense of really getting **together** when you share about your week or catching up after you haven’t seen each other for a while.

*In my experience personal coaching has been a unique, one on one relationship that keeps me moving forward. Are you ready for more? Seek out a coach you get along with who uses a strengths-based approach. They’ll help you stay focused on what you really want and get past the obstacles in your way.*

### Do you need to be coached?

If you recognise the following in yourself then you’ll also benefit from coaching:

**Don’t know what you want.** *Breaking this big question down so you have clear and actionable goals is one of the key outcomes of coaching.*

**Feeling stuck.** *Coaching provides a wider angle lens so you can find the solutions that you haven’t been able to generate on your own.*

**Lacking confidence.** *Strengths-based coaching gives the insight and encouragement you need to overcome your limiting beliefs and fear of rejection.*

**A lack of good friends.** *Coaching will help get you started on fixing this by learning how to be a good friend. You’ll be easier to talk to and get the confidence to move first.*

**You need wisdom.** *Coaching provides clarity on what you can and should be responsible for and how to be more intentional in your relationships and the rest of your life.*

Want to  
try  
coaching?



## References

<sup>1</sup> American Perspectives Survey, May 2021

Colin Bennett, 1 May 2023

