KAREN CAPPELLO

SOAR to Success

Crafting Your Legacy of Exceptional Coaching

with **Karen Cappello, MCC**

“Coaches are changing the world. There’s something powerful that happens when a person gets coached. It’s not just about the coaching. It’s about the transformation that’s going on in that person, right alongside the conversations and actions. And it's about what's possible *beyond* the transformation that is the true value of coaching.”

– Karen Cappello, MCC

Welcome to "SOAR to Success: Crafting Your Legacy of Exceptional Coaching!"

Magnificent Coach,

As we embark on this transformative journey to creating your dream coaching business in 2024, it's helpful to understand your aspirations and the challenges that lie ahead. This workshop is designed to be your partner in navigating this exciting path, helping you to align your exceptional coaching skills with the world of business development.

In these pages, you'll find a blend of introspection, strategic insights, and actionable plans tailored to foster your professional growth. Our SOAR framework – focusing on Strengths, Opportunities, Aspirations, and Results – is crafted to assist you in identifying your unique capabilities, uncovering golden opportunities in the coaching landscape, and setting meaningful, achievable goals.

We believe in excellence, in seizing opportunities with intention, and most importantly, in the power of coaching to make a significant impact. Your mission to support others will lead to your own success.

Let's plan on how to turn your aspirations into outstanding achievements in the year ahead.

Love and great joy,

Karen

Overview of the SOAR Process

The SOAR process is a powerful and strategic framework designed to guide you towards achieving exceptional success in your coaching business. SOAR stands for Strengths, Opportunities, Aspirations, and Results, each representing a crucial step in your journey to creating a thriving and impactful year.

1. Strengths: This step involves deep self-reflection to identify your unique strengths and abilities. As a leadership coach, you bring a wealth of experience and skills. Recognizing these strengths helps in tailoring your coaching approach and differentiating yourself in the market.

2. Opportunities: Here, you'll explore the current landscape of the coaching industry, identifying emerging trends and niches. Understanding the opportunities available allows you to strategically position yourself and your coaching services in areas with high potential for growth and success.

3. Aspirations: This phase is about dreaming big and setting clear, ambitious goals. It's where you define what success looks like for you, both in your professional life and personal fulfillment. By setting your aspirations, you create a vision that will guide your decisions and actions.

Overview of the SOAR Process

4. Results: The final step focuses on translating your strengths, opportunities, and aspirations into tangible results. This involves creating actionable plans, setting measurable goals, and implementing strategies to achieve them. Monitoring and adapting your approach based on results is key to continuous growth and success.

Through the SOAR process, you'll not only map out a path to exceptional coaching business success but also embrace a journey of personal and professional transformation.

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Clearing the Decks

What do you want to let go of from 2023?

What was your key lesson from 2023?

Strengths

What are 3 key strengths of yours?

Which strength would you like to strengthen in 2024?

Opportunities

What are the current market trends and niches in the coaching industry?

Which opportunities would you like to focus on leveraging in 2024?

Aspirations

What does your ideal business look like?

What does your ideal life look like?

Results

What's your revenue goal for 2024?

What's your personal growth goal for 2024?

How will you measure progress with each of these goals?

Embracing Your Journey with SOAR

As we close the chapters of this SOAR workbook, it's important to acknowledge the significant strides you've made. Reflecting on your Strengths, Opportunities, Aspirations, and Results is more than an exercise; it's a transformative journey towards realizing your full potential as a coach and leader.

Strengths: You've delved deep into your unique abilities, rediscovering the talents and skills that make you an exceptional coach. Carry these strengths with confidence as they are the bedrock of your coaching practice.

Opportunities: You've explored and identified the myriad opportunities that the coaching industry offers. With these insights, you're better positioned to seize the right moments and pivot strategically when needed.

Aspirations: You've articulated your dreams and set forth your vision. Let these aspirations be your guiding star, reminding you of your purpose and the impact you wish to create

Results: You've laid out actionable KPI’s to turn your aspirations into tangible outcomes. Remember, success is a journey, not a destination. Be open to learning and adapting as you go along.

Embracing Your Journey with SOAR

As you move forward, remember that the essence of coaching is growth and transformation. Your journey is unique, and so will be your impact. Embrace the shifts, celebrate the milestones, and continue to aspire for excellence. You are not just building a business; you are crafting a legacy of exceptional coaching.

Stay connected to your vision, be open to new learnings, and above all, believe in your ability to make a significant difference. Your journey doesn't end here; it evolves.

To your transformative success and beyond!

About Karen Cappello, MCC

Karen Cappello, MCC, BCC is a master certified coach who works with coaches transitioning from the corporate world to coaching to grow their businesses and create the lives they have dreamed of.

During Karen's 30+ years in business, her experiences as a university administrator, president of a semiconductor manufacturing company, and estate planner utilized her natural coaching abilities.

Karen received her Associate Certified Coach credential from the International Coach Federation in 2002, her first year of coaching; accruing 250 hours of coaching in less than 9 months. In 2015, she earned the Master Certified Coach credential, which is held by only 4% of coaches in the world.

Karen is the former Chief Learning Officer of International Coach Academy and has trained coaches for six different coach training organizations. Her own executive coach training program, Leverage for Leaders, is a founding accredited program with the Center for Credentialing and Education.

In every area of her business and life, Karen's passion for both the outer and the inner game is evident. With her exuberant style and her commitment to living by her own values, vision and purpose, Karen is a role model for other coaches who want to grow their practices and achieve success with ease and joy.

Her book, The Clients You are Seeking are Also Seeking You is an Amazon bestseller.

Coaching Programs