



# Telephone Coaching

## Bridging the Gap



**Michelle Clarke Coaching**

High impact Coaching, for High Achieving Individuals  
[www.motivcoach.com](http://www.motivcoach.com)

30 September 2010



## About Michelle Clarke | Motivcoach



I started my professional coaching practice in 2005

First Contract : Coaching for Culture Change, Old Mutual Properties  
21 Executives, 4 Coaches

Before Coaching Professionally I held various leadership positions in the strategic marketing and most recently held a position on the divisional board of a multi-national.

### **Training:**

Diploma in Practitioner Coaching, The Coaching Centre, RSA 2005  
Certified Master Coach – BCI Europe – London, 2008  
Certified Tele-Class Leader – Teleclass Intl USA, 2008  
Team Coaching – Paddy Upton  
Time to Think – Lesedi Mkahurane  
Deep Structure Executive Coaching – Richard Oxtoby

### **Industry Contributions:**

Chairperson for COMENSA Western Cape  
Bora International Telephone Coach Network – Germany  
CoHeChange International Network – France

### **Google me:**

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## 2

## Costs & Benefits of telephone coaching



“**Statistic:** 40 percent of corporate travel managers use teleconferencing as an affordable alternative to in-person meetings”

“**Case Study:** Budget Car Rental coached 667 new counter staff at a cost of \$2,000 per person. This included travel and expense, but not their lost wages. When they switched to a combination of telecoaching calls plus web-based coaching, the costs are \$156 per person. Plus, they are now able to coach a much higher percentage of new counter staff who previously were not able to travel due to family commitments or other personal constraints.”

“**Research: Is distance learning really as effective as face-to-face instruction?** Dr. Thomas Russell, author of "The No Significant Difference Phenomenon", has compared more than 300 studies on the effectiveness of all types of distance systems. Russell concluded that there is no significant difference in learning outcomes when comparing face-to-face with distance learning options”



## 2

## Costs & Benefits of telephone coaching



### “A corporate report:

A report done by IBM's San José Programming Center on: *Telephone Meetings: A Tool for Inter-Center Communications* by T. Capers Jones...."Telephone meetings are substantially less expensive than live meetings. The participants generally do not have to leave their offices, so there is no travel time or expense...even to walk to the conference room is not required! The average start-up time of only seven minutes is noticeably shorter than for most live meetings, and the average meeting length of between 30 and 45 minutes is also short when compared to live meetings....When the effectiveness of the telephone approach is added as a subjective factor, the meetings appear to be uniquely inexpensive--possibly the least expensive way of transmitting information to groups of individuals in a timely manner."



### 3 Building Rapport through technology



**Rapport:** “An emotionally warm, harmonious and understanding manner of interaction characterized by liking, trust and respect”

#### ATTENTION

+/- 55%

Tone of Voice

+/- 38%

Words

+/- 7%

#### Mirroring & Matching

Voice Tone & Pitch (High, Low, Soft, Loud)

Voice Pace (Fast, Slow)

Breathing Rhythms



### 3 Rapport building guidelines



- \* Offer written or visual guidelines before the relationship begins
- \* Use their name often – pronounce it and spell it correctly!
- \* Mirror and match breathe, rhythm, tone and pitch
- \* Mirror and match language
  - Visual
  - Auditory
  - Kinesthetic
  - Auditory digital
- \* Keep them participating and engaged
  - Written participation techniques
- \* Ratio of listening to talking 5:1



## Guidelines for effective “listening” using chat



- \* Offer written or visual guidelines before the relationship begins
  - .... = I'm still thinking
  - . = I've finished thinking
- \* Use short sentences
- \* Ratio of typing to listening 5:1
- \* Use listening language
  - \* noddin\*
  - \* uh huh\*
  - \* I hear you\*
  - \* Smiling\*
  - \* lol\*
  - \* listening\*
  - \* go on\*



## 6 Technology Lingo

The Land-Line Telephone  
The Cellular telephone

VOIP – Voice over Internet Protocol  
PC & Internet becomes your telephone



Olympia Dual Phone RTX 3058

[www.aquanox.co.za](http://www.aquanox.co.za)



# 6 Technology Lingo



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