

Self directed effort is the best kind BUT no one achieves a goal alone

Posted by Robin Hensley on May 17, 2011

In this [blog post](#), Seth Godin makes some interesting points about the value of self-direction and how much of our own potential may be sacrificed by turning our motivation over to those we pay to train, coach or otherwise force us to get up and go. I think that may be true up to a point, but I disagree with painting all buyers of such services with the same brush.

It has been my experience that often what clients need is someone who simply knows more about how to get what they want than they do. Developing highly motivated lawyers, CPAs and other service providers who are at the top of their game into world-class rainmakers is part planning and part educating. These folks haven't turned their motivation over to someone else. They are looking instead for a partner, a process and a plan. Unfortunately, business development isn't something they learn in school. A coach provides that missing piece in their development and gives them an edge in achieving their goals inside and outside their practice specialty. Indeed, there are those who cede their motivation to others, but when it comes to business development coaching, only self-directed effort working a personal business development plan will produce results.

Until next time,

Robin