

“Do-Be-Do-Be-Do, Where Are You?”

The Innermost Secrets of Coaching Revealed!

by David Brown and Eddie Marmol

Introduction

I'm fortunate to have three of the most ecologically savvy gerbils on the planet. The irony is that they don't even know it! In their busy little world, they devour anything cardboard: boxes of tea, empty rolls of toilet paper – you name it! In just a few hours, a beautifully designed box that a manufacturer spent thousands of dollars in designing is converted into gerbil mulch.

Does this sometimes mindless yet productive approach sound familiar? We humans can be a lot like gerbils. We run circles in the “busyness” exercise wheels of our lives until someone drops another “to do” in our laps which, like rodents with a tasty toilet paper roll, we readily munch on with reckless abandon.

Sometimes we enjoy our munching, sometimes we don't. But in either case, we usually chew away at it with nary a thought, only to jump back on the wheel when we're done. And then we wonder why the scenery never changes!

Oh there's nothing wrong with doing things, especially doing things we enjoy! But what if the meaning, the purpose, the intentionality is lost? What if we're so busy doing that we aren't consciously aware, in the actual moments of the doing, of why we are doing it in the first place? Does it still have the same value?

Remember that old philosophy question, “If a tree falls in the woods and nobody is there to

hear it, does it make a sound?” My answer is “Sure it does, but if no one is there to hear it, perceive it, and give *meaning* to it, then it is literally *meaning-less*.” It just doesn't matter.

But what if we've been doing it backwards? Frequently, in the pursuit of those things that we desire so much, in order to give us the satisfaction and happiness we so desire, we discover that when we *have* all those things we aren't necessarily happy or satisfied. We've accomplished much, but we still feel like “is this all there is?” And to add insult to injury, in the course of this pursuit to eventually have what we want, we frequently make sacrifices. Because that is what it takes to get those things. Sacrifice, effort, and work. But, while striving for these things, we're often not aware of the price we are paying. It's as if we pay for our acquisitions with a sort of “karmic credit card.” And, when we get the statement at the end of the month, we realize that the real cost is our health, vitality, satisfaction, love, intimacy, authenticity, and self expression. In essence, many of us are so busy pursuing life, that we forget to savor its rewards, its purpose. Feel free to groan or weep if this strikes a chord. This is a wake-up call.

The road to happiness is typically seen as an equation: if I have (money, time, education, etc.), then I will do (finish school, get married, buy a bigger home, etc), and then I'll be (happy, peaceful, loved, etc.). This Have-Do-Be philosophy for life is pitched to us daily by the media, our society, our culture and even history. But what if we could get there more efficiently,



more joyously even, without it costing us our health, vitality, satisfaction, love, etc.? What if we could turn it around?

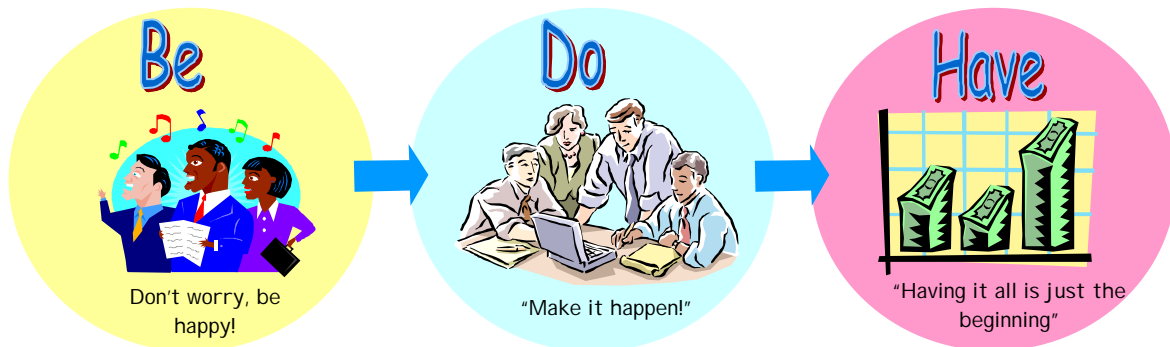
Answer: we can. If we first realize how to truly be happy, then we would feel empowered to do the things we like, which would then naturally and effortlessly let us have the things we want!

We are basically reversing the equation and starting with the end in mind, keeping our purpose in the forefront, not as a destination. There is a catch, however. This Be-Do-Have approach works only for those who are willing to embrace it as workable, more than they fear discomfort, change, being right, feeling justified, or having control. And keep in mind that we really love these “payoffs” which we’re asking you to let go of! Being right, feeling justified, being in control – these are powerful rewards and motivators. But they do not usually equate to the levels of satisfaction, joy, and contentment that we expect them to bring. What if *access* to this “way of being” we call happiness is through letting go of these payoffs (or “positions”) as having the value we think they have? Similarly, these “positions,” as we call them, are also connected to things we already have. This includes our “stuff,” such as our relationships, jobs, lifestyles, possessions, etc. For example, if I have a job or relationship that is unsatisfying, I would also need to give that up. That could mean the actual job or relationship, or it could mean the unsatisfying way in which I experience it. As one of our clients put it, “you have to lose what you have in order to gain something new.”

What if the real choice to be made essentially boiled down to choosing happiness over being right? What if we could actually experience happiness right now, simply by choice and not by relentlessly rearranging our “Have’s” and “Do’s?”

If you are interested in having an extraordinary life, created by your intentions and not limited by circumstances or the need to change your “Have’s” and “Do’s,” then take a walk on the wild side of coaching! Coaching is a co-created partnership between a coach and their “star” (we are calling those who choose to be coached “stars” because the shared vision which the coach keeps present in the relationship is that the client always shines, always wins). Through a set of inquiries, a coach takes the coaching relationship to a new level that neither party could have reached alone. To use a term coined by coach Thomas Leonard, it becomes “interdevelopmental” – both coach and star make a choice to not only influence and develop each other, but their community as well. And, fundamentally, the process of coaching is to reveal who we really are – the core values that form our essence which, when in alignment with our “Have’s” and “Do’s,” reflect a life of integrity and profound satisfaction.

When you finish reading this article, you will be a different person. Our promise to you is that you will give yourself a new way of being – pulled out of thin air! Once you’re aware of your new way of “being,” what you will “do” next will then become intuitively obvious. And what you will then “have” as a result will be a natural outcome of what you do. So let us walk you through this journey called coaching.



The Journey Starts With Nothing

“A new way of being pulled out of thin air,” you say? What a strange concept to grasp! Go back to the time when you first learned how to ride a bicycle. For many of us, it started when we were very young, riding down the street on a small bike with training wheels that held us steady. Or perhaps, a parent or older sibling held the rear end of the bike seat as we rode down the sidewalk. At some point, the training wheels came off or – to our horror – the hand let go of the seat. Eventually, we “got” this abstract concept called “balance” and were able to ride our bikes without falling. Do you think that we grew new organs in our inner ear when we “got” balance? No. Balance was a concept that we could not tell apart from “pedaling,” “leaning,” or “turning.” That is, up until the point where it suddenly clicked – where we got it – and balance became a part of us for the rest of our lives.

In coaching, “balance” is an example of a distinction. A distinction can be defined as a subtlety in language that, when “gotten,” adds power, richness, and meaning to life. Consider the term “distinction” as an attempt to use language to explain this “unlanguageable” experience or perception. In the bike example, “balance” was collapsed with other terms such as “pedaling,” “leaning,” and “turning.” But balance cannot be “gotten” as a direct outcome of those physical activities. There isn’t necessarily a linear connection to them. You learn to pedal, lean, and turn, and *at some point* – when those activities cease to be connected to our effort to balance (i.e., when balance becomes distinct from them) – we suddenly, in a sort of quantum leap, “get” balance. These quantum leaps in “getting distinctions” are the shifts in thinking that reveal hidden possibilities (from the realm of things that you don’t know that you don’t know), which are the heart of coaching.

So then where did balance come from? From nowhere. You may argue that it resulted from your practice in learning to ride a bike. Actually, balance came from the practice of distinguishing it from pedaling, leaning, turning, etc. that we just described. It emerged when we finally let go of where we expected balance to come from! It came at a moment when, for some reason (or lack of reason) – whether due to distraction, fear, exasperation, or commitment – we “forgot to think” about what we were supposed to do to

balance. From that empty space, suddenly and briefly devoid of meaning, our beliefs or stories of “not being able to ride a bike” or “riding a bike is hard” or “I’m going to fall and scrape my knee” disappeared. In the moment when these stories disappear, we reach a state of emptiness. It seems to last just brief moments, but it’s a state of emptiness nonetheless. It’s actually like moving from a dense forest into a clearing. From this place of emptiness and lack of stories from our past, we can, if we’re intentional, create a future of new possibilities: riding our bicycle around the block, showing off to our friends, getting a newspaper route, etc. When we allow ourselves to *be* in that space, to let go of that which we know, for whatever reason, we can find ourselves “in the zone.” Like suddenly *being* balanced. That is essentially what we call “being,” a place distinct from knowing.

Incidentally, the same thing happens on a global scale. When Christopher Columbus returned to Spain in 1493 and shattered the myth that the world was flat, a state of “emptiness” was created in the minds of those Spaniards. The stories that they had carried from their past were no longer true! From this state of “lack of meaning” arose the possibilities of new trade routes, colonization of the new world, evangelization by the Church, etc.



Perhaps more interesting was Columbus himself. Whereas his evidence of a round world shattered the popular “story” of a flat world, what shattered his view of a flat world in the first place? He too, for whatever reason, became unreasonable and suspended disbelief (came from an empty & meaningless space) and within the absence of those beliefs inserted a new possibility or story about the world.

In a nutshell, possibility comes from a state of emptiness or nothingness, which results from distinguishing “what is” from the stories that we have created about “what is.” Understand, however, that we as perceiving organisms can only experience the world as something with meaning. In other words, it is an artificial construct to imagine “what is” devoid of

meaning. We can't help it. Try it: can you imagine what elephant tastes like or who the person on the radio looks like without thinking of *something* to reference it to? But that's a later conversation! In the meanwhile, remember that

new ways of being arise from that “meaningless” place that shows up when we distinguish “what is” from all of the meaning that we add to life.

Give Me Some Space!

Let's go back to the bike example in the previous section. What facilitated the shift, the change in thinking, that led to the emergence of balance? Answer: the space or “fertile ground” that was created when you trusted the support and safety provided by the training wheels or the hand holding on to the bike seat. In fact, your trust in these elements, coupled with the safety they provided, allowed you to get on the bike in the first place! So we note that a certain foundation or sufficient space is required for any shift to happen. When we teach our children to ride their bikes, we're merely creating that sufficient or special space for balance to emerge.

Similarly, a coach creates a special space in a coaching relationship for “new truths” or stories or beliefs to be articulated. And when we make that space very safe, people will undertake unbelievable challenges.

“You can't change your life overnight, but you can tell the truth in an instant”

-- Thomas Leonard

You Must Be Present To Win

We once saw Tim Gallway, author of the book *The Inner Game of Tennis*, teach amateurs how to play the game of tennis. Watching Tim teach these individuals, who came to the game with various notions (stories) about what they could and could not do with a tennis racket, was a fascinating exercise. In a way, he had to distract them from what they knew about the game in order for rapid learning to take place. And, within 30 minutes, those “amateurs” were hitting the ball better than most of us could after several weeks of traditional tennis lessons. When you think about it, hitting a tennis ball can be effortless when you “get out of your own way.” What is Tim's technique? Asking the players to engage in unusual activities with the ball and racket, allowing them to become incredibly “present to” or aware of what they are doing and who they are being, while preventing the old tapes or stories (“I can't hit a tennis ball”) from

playing in their heads.

Compare that to the moment where you “forgot to think” about your pedaling, or leaning, or turning. You felt safe, paid little attention to the mechanics of what you were doing, and were very present to the experience. In that moment of thoughtlessness – of lack of meaning from your stories about riding a bike – balance began to emerge. The hand holding on to the bike seat, sensing that this was happening, released its grip for an instant. And you got it! You were riding all by yourself. The freedom and sheer exhilaration was indescribable! And as soon as you started to “think” about what you were doing, you fell on the sidewalk!



Nothing Lasts Forever

What makes “thoughtlessness” so challenging goes back to the old axiom “nature abhors a vacuum.” As soon as emptiness occurs, we naturally proceed to fill it, with or without awareness. In fact, the early pioneers of Gestalt psychology realized this when they studied perception in the brain. A “gestalt” is a whole which in its entirety is greater than the sum of its parts. Of course, the laws of physics would

argue that the sum is precisely equal to all of the parts. But the *meaning* may be much greater. The gestalt psychologists noted how the brain plays these perceptual tricks, filling in the blanks to create meaning. We are virtually programmed to do it – to make sense of a world, whether it naturally means anything or not. We do it automatically or intentionally, simply because our brains don't tolerate meaninglessness.

Becoming More Aware

What did the people in Columbus' Europe lack? Awareness. More specifically: awareness that the world could be *round*. Their awareness that the world was flat (let's call that "their way of being") led them to "have" and "do" things like stay close to the harbor and not venture out too far. Had those people been aware sooner of the possibility that the earth is really round, that beautiful lands lay across the Atlantic Ocean, that incredible opportunities in trade, colonization, and evangelization lay waiting, the history of the new world would have taken on an earlier start date.

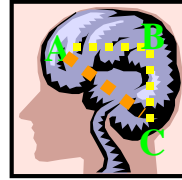
According to Webster, awareness is "*having or showing realization, perception, or knowledge; having knowledge of something, especially something not generally known or apparent; cognizant, conscious, sensible, alive, awake.*" It's interesting to note that we create awareness experientially – by being out in the world and being very aware or present to what we're experiencing, thus allowing us to define our reality and our truth at a cellular level. When we're attempting something new, such as learning to ride a bike, we're very present to what we're doing. Sadly, though, we stop being present to it once we become good at it. The same is true when we visit a new place: at first, we're very aware of our surroundings because everything is unfamiliar. We notice the hotels, the parks, the restaurants, etc. Slowly, though, we start turning the unfamiliar into something familiar, and then we stop noticing it altogether.

But what does getting good at something have to do with lack of awareness? It goes back to the earlier point about the Gestalt psychologists.

Reality And Truth

We said above that the beliefs or thoughts we have about what is going on, be they fear of falling off a bicycle or the edge of a planet, define our reality and our truth and, subsequently, how we are in the world. It is interesting to note that, a decade before Columbus sailed West on his first voyage, the king of Portugal had rejected his plan to explore for a new trade route to the Indies. His "experts" had declared Columbus' plan to be "impractical." What a costly mistake! Yet, that was the reality – the truth – that they were stuck in. They were so accustomed to the "familiarity"

Our brain needs to make sense out of things, even things that don't make sense, in order to function smoothly. It creates shortcuts, like doing things "automatically without thinking" in



order to make what is at first quite cumbersome into something that becomes effortless. Whether it's learning to walk, ride a bicycle, or drive a car, it all starts out with a myriad of

tiny steps requiring thoughtfulness, which gradually evolve into a thoughtless, automatic process in the name of efficiency. We even call it "mastering the process" and "getting good at it." It just becomes what is, the way we are, so to speak. When we're really "in the zone" of riding a bicycle, such that we don't even have to think about it, riding becomes effortless. In fact, our way of being is so connected to balance that balance is just there without even thinking about it.

To summarize: "empowering awareness" is a process that begins with the willingness to acknowledge that there are things that you don't know that you don't know. It requires that you create a big enough space for this process to execute. Once you create the space, the process executes while you're present to what you're doing and who you are being. This requires "going out of your mind" – suspending the stories from your past about what you are doing. Once you arrive at a state of "thoughtlessness," a shift begins to occur as you gain a new insight.

Lastly, what is the purpose of becoming more aware? Awareness gives us choices.

that they had created about their world that they had no reason to change the awareness of their world – their reality.

What is reality? What is truth? Our simple answer to such monumental questions is: whatever we decide it to be. There is no absolute truth and there is no absolute reality. We make it all up – each and every one of us – all of the time. Certainly the king of Portugal's experts were "right" – and so was Columbus! Who is "right" and who is "wrong" is just an editorial judgement that we place on others. So now, if we are creating our truth and our reality all of the

time, how is it that some of it seems to take precedence over others? Truth and reality are agreed to through our ability to communicate them to other human beings. And by simply looking at history, we see that truth gets re-written all of the time! How? In the course of cultural and societal conversations, agreement is reached about truth or reality – until it isn't. Then we do it again.

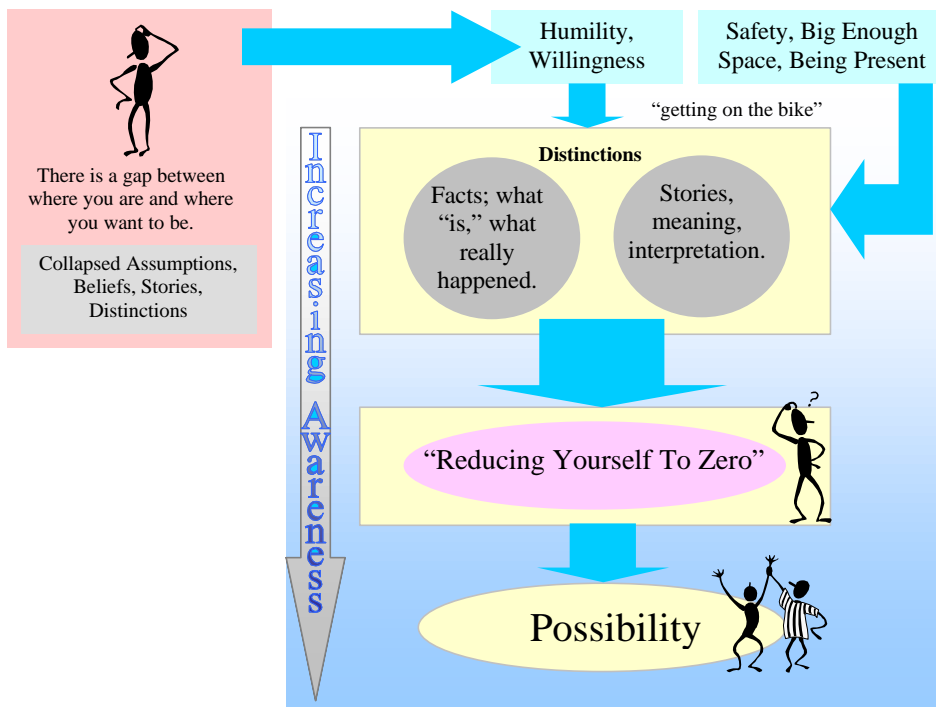
Furthermore, when it comes to truth, we can distinguish beliefs and knowings. Prior to Columbus, many people had the belief that the world was flat as a result of stories passed between generations. Similarly, many of us were taught by our parents to go to school, work hard, and retire with a pension after 40 years of working for the same company. Beliefs are truths handed down to us by others: our parents, our “tribe,” our culture, our religion, etc. Knowings, on the other hand are truths that we experience ourselves, such as learning to ride a bike, learning to swim, or even experiencing the presence of God.

We tend to give more credence to our knowings because we were there, so to speak. But remember, whether knowings or beliefs, they both are ultimately what we perceive, and as subjective beings even our own perceptions are inherently subjective. Just as your own voice which you hear through your own ears is actually perceived differently by others who don't hear it though the bones of your skull, as you do! Our

“truths”, regardless of origin, are still granted meaning subjectively by the perceiver of the truth.

Sometimes, we get caught up in an endless loop. What we perceive is influenced by our beliefs, both collective and personal, which in turn influence us to have new beliefs, and hence new ways to perceive – and around we go! We're so caught up in this loop that we can barely see it. It's like a blindspot. So what can we do about blindspots? We simply acknowledge that they exist, even though we don't “see” them, and proceed by accounting for them as if they are there. And a funny thing happens when we do that: the blindspots become visible! For example, when I drive my car, I know that my mirrors have blindspots. So when I want to change lanes, I move my head back and forth as I look in the mirror and over my shoulder, changing my view to look for the car which I don't see, simply because I “know” that it is possible for one to be there. And the most amazing thing happens: either a previously hidden car or an empty space makes itself visible!

So where does this leave us? With the possibility of a new level of awareness that begins with the willingness to acknowledge that you don't know what you don't know. This requires a certain degree of humility, as Ghandi points out to us in the accompanying quote. From here, we become present to the truths and



realities that we have created and are attached to. We question why we have them and how we got them (e.g. as beliefs or knowings). We even come to realize that our lives are a series of stories that change and evolve with time. Life itself has no inherent meaning – it only has the meaning that we attach to it. Once you arrive at this realization, you have “reduced yourself to zero,” as Ghandi states. You have reached a state of emptiness where meaningful possibilities that you create out of your own intentions and dreams, can arise. Indeed, this is the launching point for creativity.

“What is Truth? A difficult question; but I have solved it for myself by saying that it is what the “voice within” tells you. All that I can in true humility present to you is that Truth is not to be found by anybody who has not got an abundant sense of humility. If you would swim on the bosom of the ocean of Truth you must reduce yourself to zero.”

-- Ghandi

Getting On The Path

So let's create a perfect life, you say? Not so fast! We can't show you “the yellow brick road” yet unless you are ready. A client once shared a wonderful quote from The Wizard of Oz: “Oh, you're a very bad man!” cried Dorothy, to which the Wizard replied “Oh, no, my dear, I...I'm a very good man. I'm just a very bad wizard.” It took a while to appreciate that wizard's defense to a rather upset Dorothy when she discovered that the wizard was, in fact, not a “true wizard,” nor did he *have* what the intrepid band had *done* so much to find. He instead revealed to the persistent band of doers that they already had what they sought. They were just not aware of it at the onset of their journey. At that time, “they just didn't get it,” so to speak. They thought they had to *have* and *do* something in order to *be* who they wanted to be. And they believed this so truly that it became so. So they engaged in a journey of Have's and Do's to get to the Emerald City. And did the Wizard give them what they sought? No. He simply revealed to them what they already had. The perilous journey and their brave responses had brought out what they already possessed: courage, heart, brains or a “way home.” They already had what they sought. They just couldn't see it because they were expecting to have to do and get things in order to be “complete.” And they so badly wanted the Wizard to give it to them that they empowered this wise man (a.k.a. “bad wizard”) to reveal it. This is why he could do it when no one else could.

It has been said that, in life, pain is inevitable but suffering is optional. We maintain that struggle and “effort” are also optional! Before you can embark on a path that will reveal to you what you don't know that you don't know, we ask that you first acknowledge that:



1. There is some way that you want to be that you aren't, be it related to happiness, satisfaction, love, intimacy, vitality, authenticity, etc. Usually this is some value or spiritual goal that is perceived to be the ultimate prize when all the Have's and Do's are complete.
2. Whatever it takes to bridge that gap between where you are and where you want to be isn't something you are fully aware of or you would already be there! So your answer must lie in the zone known as “what I don't know that I don't know,” or by now you would have surely done it and wouldn't be bothering with this article! And given that your answer must logically lie in some unknown area, you must be ready, willing and able to go into unfamiliar territory. Whether that means that you will experience or perceive discomfort, fear, faith, excitement, commitment or naiveté, whatever it is to you, accept it as the price you need to pay for access to a life of your

choosing. Usually these are things to be given up or let go of, like some of the positions we already mentioned (being right, feeling justified, being in control, or pride, ego, fear, etc.). For Dorothy and her trio, the path was The Yellow Brick Road, and they had to let go of their individual and personal fears.

Now, none of the above is The Truth. It is simply an empowering context that when

embraced, leaves you choosing who you are and everything that you generate from that way of being. It's a position that leaves you in charge of how you experience life, which is, after all, all you have in the end anyway. And we emphasize your "experience" of life, not necessarily "what happens" in it.

Going A Step Further...

How can we begin applying these concepts in our lives? We begin by first acknowledging a Master Coach, Julio Olalla of the Newfield Network, for his dazzling presentations at the 1999 International Coach Federation Conference, where he discussed the model we're about to present to you.

According to Julio, two of the most prevalent attitudes in corporate America are those of resentment and resignation. Where do these "ways of being" come from? In the following discussion, we take you through an exercise that provides an answer to this question.

Begin by categorizing all of our knowledge into two broad groups. One we will call "facticity," defined as that which we determine (for whatever reason) to be unchangeable. An example here would be an event in our past which, for all practical purposes, is a "fact" and unchangeable. The other is "possibility," or that which we determine, again for whatever reason, to be changeable – even if difficult, we truly believe it to be changeable.

Now let's suppose we only have two broad options in how we can "be" about these things:

1. We can accept it – "I'm OK with it, even if I don't prefer it, or even agree with it; I still accept it." For instance, in the death of a loved one, after going through the stages of grieving, we hopefully arrive at resolution or acceptance. This doesn't mean we like it, or prefer it, or agree that it is good. It simply means that it is what it is and we accept that fact, like it or not.
2. We can reject it – "I am *not* OK with it. It may be whatever it is, but still, I refuse to give it credence."

At this point, identify an area of "reality" that you are contending with – some issue, be it a goal, an upset, or a circumstance in your life.

In order to gain greater awareness about this issue, pause and ask yourself what category this "area of focus" is in. Is it facticity or possibility? You must be rigorous here and clear about what is really so for you! Don't pull out the "right" answer or the one you would like to have. Really call it like it is for you!

The key here is that acceptance is the access point to moving forward, and rejection is the access point to being stuck or upset. With this in mind, there are four options:

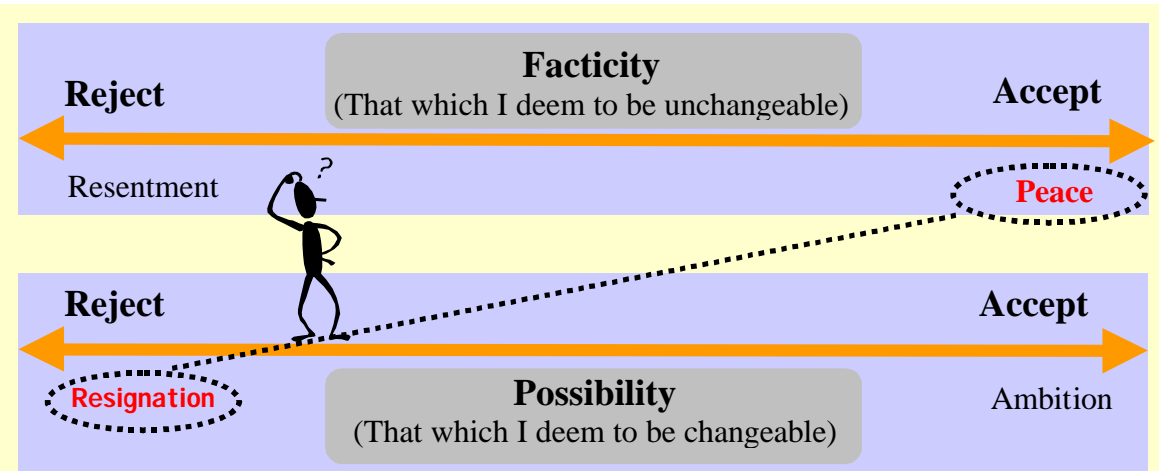
- If you reject a facticity you will be resentful. It is what it is, you can't change it, but you refuse to go along with it.
- If you accept a facticity, even one you don't want to accept, like the death of a loved one, you can be at peace. You can then allocate your energy elsewhere and move on.
- If you reject a possibility you will be resigned. It could be different, it could change, but you have given up on it being likely to happen.
- If you accept a possibility you can be energized, ambitious, and in action. You have determined something to be changeable and your beliefs about it are consistent with that possibility. Your "being" related to it is that it is changeable, so your Have's and Do's will proceed naturally in that direction.

Now, resignation and peace are often confused because they both involve accepting something that you don't like. For example, with peace, you have accepted something beyond your control, so you have no reason to have lingering "would's, could's or should's" in your life. With resignation, however, you have accepted something as it is, although you've already determined it to be changeable. In effect, you have given up. This carries doubt with it. You will have that lingering "it didn't have to be that

way, it is simply I who am inadequate to change it.”

Consider this a template for becoming aware of the nature of your beliefs and their impact on your life. When you become aware of how you perceive “your stuff” (facticities or possibilities which you accept or reject) and then you choose

to create an empowering way of being, (coming from nothing, that meaning-less place, and creating new meaning from your values, dreams and intentions) a combination of empowered and purposeful acceptance emerges that can create almost anything!



Resignation is sometimes confused with peace. For example, we give up on getting that promotion at work because we think that we don’t have what it takes to earn it, so we feel “peaceful” about our decision because we have eliminated struggle. This would be true if we *really* believed that we don’t have what it takes to earn the promotion and we accept that fact. We would move forward. But if we *really* thought that we deserved the promotion that we did not get, we instead have resignation – we’ve shut off the possibility of a promotion from our future. Or we can, in this case, accept the possibility that not getting the promotion is in fact changeable and proceed to make the promotion possible despite the initial rejection. It’s all about awareness of where we’re at and then choosing appropriately.

Conclusion

Ultimately we tend to be motivated by primarily two things: the avoidance of pain or the acquisition of pleasure. When our commitments, values, and sense of purpose outweigh our fears, we are left willing to choose powerfully. When we become keenly aware of both our values and our fears, we allow ourselves the opportunity to make such choices. This is what coaching is all about. It is an awesome partnership built on a safe space where the truth can be articulated, where meaning can be explored, where distinctions can be drawn, where awareness is increased, and where possibilities and choices abound.



Coaching is a journey that allows you to shift your perception of the world such that possibilities for change and growth suddenly,

and almost effortlessly emerge, as if out of thin air! Then the “having” and “doing” aspects of coaching become intuitively obvious, just as we promised at the beginning of this article. It is here that the coach and “star” craft the finish work from which those possibilities emerge.

The heart of coaching is in the “being.” We recognize and honor that “being” in conjunction with the results of the “doing” and “having.” Neither alone is complete. But the “gestalt” is awesome. Are you ready now to start your own journey? Please take on an area in your own life, right now, and apply these principles. Lose your mind and gain your life!



Eddie Marmol is a Professional, Career, and Executive coach, who received his training from Coach University and has successfully coached both individuals and organizations since 1995. He is the co-founder of MasterCoaches, and president of the Space Coast Chapter of the International Coach Federation. Eddie has Bachelor's and Master's degrees in Electrical Engineering and was a software engineer and project manager for Fortune 500 companies for 15 years. His coaching emphasizes a passion for technology, creativity, and excellence in the transformation of human potential. To this end, Eddie coaches technical professionals, creative individuals, and high achievers, in designing careers and lives that are fulfilling, productive, and fun! He lives in Melbourne, Florida, and can be reached at eddie@mastercoaches.com.



David Brown has a Master's degree in Clinical Psychology and is a Personal and Professional Coach and Florida Licensed Mental Health Counselor. He is the co-founder of MasterCoaches. He is also an expert in Attention Deficit Disorders, and is a Professional Advisor and Board Member to the Brevard County chapter of CH.A.D.D., a national advocacy organization for those with ADD. He is affiliated with Associates in Psychiatry and Limitbusters Coaching & Training. David sees coaching as a partnership that accelerates learning, performance and progress and challenges the way we see and act in the world, with the goal of people becoming more powerful change agents in their lives and environments. He coaches people and entities who want to be empowered in virtually any area of their lives. He lives in Melbourne, Florida, and can be reached at david@coachdavid.com.

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