

Why Coaching is Beneficial for Active Investors and Traders.

Performance enhancement coaching is a rapidly growing phenomenon in business and industry, as well as in the personal arena. The benefits are increased productivity, success and personal satisfaction. At a time when interest in the stock and other markets has never been higher, coaching makes sense for active investors and traders to maximise their performance and make consistent profits in the markets.

Market success is challenging.

Financial markets are an essential feature of society. Speculation is an integral component in the distribution of risk in markets. While market participation can be financially rewarding and exciting, there is a downside. Markets are associated with stress, hope, fear, greed, and will at times test the mettle of every participant. Markets rapidly bring out the best and/or the worst in its players.

Financial markets are impersonal, intense and can move with tremendous speed. Markets continuously challenge the capacity, skills and endurance of all its participants. Markets will try to shake their players out.

Why is Coaching necessary?

Financial markets are harsh competitive environments. A football player with all the skills and natural ability would not make it into the Premier League without intensive coaching to harness his skills and to bring out his best, especially when the opposition is trying to pummel him into the ground.

To convert her Atlanta silver medal into Olympic gold at Sydney, beach volleyballer Natalie Cook used intensive coaching to reach and sustain her champion performance.

Many potentially successful investors and traders fall by the wayside when operation at Premier League level is necessary to succeed. A few do persevere alone and through trial and error develop the wisdom and qualities to profit handsomely. Becoming a Premier League trader is much more difficult than becoming an A Grade footballer. For a start the market makes its own rules as it goes along. There is no referee to award penalties for rough play, or sideline support for encouragement and repair. The game never stops. And of course the footballer is part of a team effort. A trader is completely alone against the market.

Coaching can assess whether Premier League participation is warranted. The coach can assist the investor or trader to elevate to Premier League level, and to play and stay at that level.

What happens in performance enhancement coaching for market participants?

One to one coaching helps to enhance performance **on the job**. Working together, the coach prepares the client to face and overcome the challenges inherent in being a profitable and persistent market player.

The basis of the coaching program is to profile the client's personality needs as well as examine the client's behavioural and decision making style in the market environment.



This enables the client to be coached to avoid the unconscious traps of personality, and to harness behavioural attributes to maximise the client's potential to profit smoothly and consistently. Coaching reviews the client's trading record and dispassionately and objectively examines mistakes and shortcomings so that they can be rectified. By the same token it recognises and reinforces trading successes. It allows the client to establish success goals, and to prioritise and implement an action plan to achieve them. With guided practice in the trading gymnasium the trader's skills and expertise are developed in real time and with real money. The trader's performance horizon is extended. Coaching assists the client to take control, to do to what needs to be done to become successful and to maintain high performance.

Enthusiasm and interest is not enough.

Performance enhancement coaching is much more than trading psychology. Enthusiastic market players have read the books and been to the seminars, but can still be overwhelmed when they dabble in the market. Many potentially successful active investors and traders have purchased expensive trading software and courses, but have not personalised coherent and durable trading strategies based on them to suit their individual attributes. Some become adept fundamental or technical analysts but find it difficult to translate that skill into consistent high returns from the market.

Personal coaching integrates the trading system with the individual's needs, behaviours and goals, and arms the trader with the motivation, conviction and independence needed to profit successfully and consistently in the market.

Success coaching is the best investment you can make for yourself and your secure financial future. Do not delay. Contact Chris Shea **now** on international 61 7 32784066, Australia 07 32784066 or email chris@wisdomfirst.com.au for an interview and a free assessment of your coaching need.

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