

# THE ICC ACADEMY NEWSLETTER

THE NEWSLETTER FOR GROWING GREAT COACHES

JUNE 2024

Hi coaches and friends,

We've been thinking about the topic of time lately and how time 'shows up' in the context of coaching. Having recently read Oliver Burkman's book, 4000 weeks: Time Management for Mortals, we are inspired to link the concept of time with good coaching practices.

People seek out coaching for similar reasons. Some feel stagnant and stuck. Some want to maximise their potential but they aren't sure how to go about it. Some are facing a tough decision and they want help to work through the options.

Underneath each of these challenges is a common theme – time. We care about getting unstuck, making good choices and fulfilling our potential, because we don't want to waste our time. We want to maximise it.

