

COLUMN | COACHING

Coaching, We Are In The People Business by George Madiou

We are in the PEOPLE business! More specifically we are in the leadership development business.

by **George Madiou**

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From Wikipedia: Coaching is a form of development in which a person called a *coach* supports a learner or client in achieving a specific personal or professional goal by providing training, advice, and guidance. The Learner is sometimes called a coachee.

Occasionally, *coaching* may mean an informal relationship between two people, of whom one has more experience and expertise than the other and offers advice and guidance as the latter learns; but coaching differs from mentoring in focusing on specific tasks or objectives, as opposed to general goals or overall development.

Coaching is teaching the SPECIFICS, which are needed to know how to succeed.



We are in the PEOPLE business! More specifically we are in the leadership development business. It doesn't matter what type of products or services our company has, if we want to succeed in the business of network marketing, our first goal needs to be to develop people as leaders. President Ronald Reagan had a sign on his desk...

THERE IS NO LIMIT TO WHAT A MAN CAN DO OR WHERE HE CAN GO IF HE DOESN'T MIND WHO GETS THE CREDIT



Our job is not to be the superstar, ours is to develop the superstars deep into our organization. Leadership development starts right away. Coaching can take place quickly as long as *you* are being taught by those who have done it and are teaching the basic truths of success. You can identify those people in your organization who really want to be leaders and start a coaching relationship.

We at the Network Marketing Magazine have created a leadership development membership movement. We call it the 27%er Annual Success Membership. This is a movement that lets a person identify themselves to us as someone that we need to pay attention to and support in their education and leadership development.

If you desire to be a great coach, identify those in your group who really want to turn their business into a success and teach them to identify their 27%er success members who want to do the same!



George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground 10 years ago. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 38th anniversary this year. They have two great young adult children, Sara who is married to Greg and his son David.