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**“Go to Play” Every Day** If you truly know yourself, you can find your ideal position—one that matches your skills and personality. A career coach can show you how, says one company president.

BY BILL DUEEASE



HAS BEING A PHYSICIAN become more stressful than you had anticipated? Have HMOs, Medicare regulations, malpractice insurance,

and the pressures to focus on money matters to survive made you feel frustrated or unfulfilled? If you could only participate in your ideal income producing position, you would “Go to Play” every day. Then you will be doing what you love and will be so good at it that you will produce considerable value and earn more than you need.

More and more people are discovering their ideal position and are actually getting it. They do this by hiring a career coach. With the help of a coach, you may discover that there are other forms of medicine that will be much

more enjoyable and rewarding for you. Or you may discover that endeavors other than medicine will allow you to operate in your ideal income position and make each day enjoyable and productive.

One 52-year-old internist finally realized that going to work was drudgery. He felt imprisoned by his financial obligations, as well as the social and professional expectations to live the life of a “Doctor.” Through his career coach he was able to discover his true desires and passions. His coach provided the confidence and support he needed to sell his share of his medical

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practice. He is now much happier and more successful providing financial assistance to physicians.

Why would you use a career coach to assist you, rather than a career counselor or even do it yourself? Career counselors provide job opportunities that you evaluate and make adjustments in order to convince others to hire you. Career counselors tend to focus on the jobs and how you need to change to meet the jobs’ needs.

Your career coach, on the other hand, is your equal partner who will concentrate totally on YOU. The two of you will develop the income positions that will be ideal for you based on what you want, not the other way around.

Seeking the assistance from a career coach does not mean that anything is wrong with you. Instead, it means that you are smart enough to realize that

you want to improve your work and personal life to reach your desired way of living. You would be willing to hire a golf coach to help you to reduce your handicap by ten strokes. Why not engage a career coach to improve your work and life?

You and your career coach will follow a series of three basic steps to attain your ideal position.

### 1. Discover your passions and talents

This involves you learning about your true self. In the past, you have probably looked to your friends, parents, coworkers, or loved ones for help. Even though they may care about you, they have their own agendas and biases, and rarely can or will dig deep enough with you to discover your true nature.

Discovering what you really want is not a self-help process. Just as you must look into a mirror to see what you really look like, you must have another person act as your objective mirror to reveal what you really want to do and be in life. Your other-person-mirror must be able to actively assist you to go within, where you may have been reluctant to go before. Your career coach will reflect your true self so you will become the world's leading expert on YOU.

Your career coach will concentrate on helping you discover yourself in a non-judgmental, supportive, and confidential place. Coaches do NOT evaluate, analyze, or categorize you. They are only interested in discovering the truth, so you will be able to make informed decisions about the new direction of your life.

### 2. Create the ideal income positions

You and your career coach will next develop the position or positions that reward you for fulfilling your passions, fol-

lowing your beliefs, fulfilling your priorities, and maximizing your talents. In essence, your ideal position will revolve around you first, so you will shine and be well rewarded.

### 3. Get your ideal position

This is not as difficult as it might seem. That is because you have a partner assisting you, you know exactly what you want, and you will be much more valuable and attractive to others. The key is that you will know where you are going and what you want to achieve, and you won't waste your time and effort chasing "opportunities" that meet someone else's criteria.

You instantly become a very desirable person when you perform in your ideal position because you will produce considerable value for whomever invests in you. You will be excited and motivated to actively find ways to improve your skills to become even better at what you do, which will continue to increase the value that you produce. When people in your desired field discover that you bring so much to the table, they will jump at the opportunity to invest in you.

As a physician, you have already invested considerable time, energy, and money in yourself and demonstrated enormous skill and dedication. With the help of a career coach, you can reach your dream position. ■

*Bill Dueease is the president of The Coach Connection. Obtain a free copy of the article "How to hire your ideal coach" by contacting [coaches@findyourcoach.com](mailto:coaches@findyourcoach.com) or [www.findyourcoach.com/00-career-coach.htm](http://www.findyourcoach.com/00-career-coach.htm)*

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