

The New Phenomenon of Personal Coaching

I've noticed developing over the past few decades what I would call the phenomenon of personal coaching, a new generation of gurus who present themselves as having secrets of success, longevity, and a host of other desirable human attributes that seem to escape the grasp of common mortals. The chief quality of these self-professed personal coaches is their eloquence and ability to capture the attention of their listeners and to persuade.

Their origins put them on late night TV infomercials, but they have invaded daytime viewing as well and have profited it seems from the proliferation of TV channels and of course the Internet. Here are a few links

<http://en.wikipedia.org/wiki/Coaching>

<http://www.international-coaching-council.com/>

http://en.wikipedia.org/wiki/International_Coach_Federation

My chief concern about them is that people are spontaneously inclined to believe them for a few significant reasons.

1. They may surprise us by declaring the obvious which so many people no longer notice.
2. They tell us what we want to hear or confirm our personal judgements about ourselves that we could do better and feel better.
3. They basically promote a complete focus on personal goals, including eliminating or ignoring anything and anyone that stands in the way of achieving those goals.
4. They do not usually include any moral frame of reference, so that the only absolute reference point becomes successful achievement of one's goals.
5. They sound far too much for my liking like what Jesus would have become had he succumbed to the devil's three temptations in the desert: He would have become powerful, influential, and godless.

As an example, listen to the author of "Conversations with God" at the following site:

http://www.dailymotion.com/video/x49ydc_neale-donald-walsch-3-abundance-con_politics

or check him out on Wikipedia: http://en.wikipedia.org/wiki/Conversations_with_God