

The Thinking Space

Affordability: Coaching as a Gift

I prefer not to charge for coaching, but rather to offer it as a gift. So there are two options:

A. Market-related rate

Please contact me for details.

B. Coaching as a gift

For those who prefer it, this option aims to strengthen our coaching relationship, provide for people with differing financial means and cultivate connection in our broader community.

Setting a price on coaching relationship seems to me to degrade relationship into a commodity. What I'd really like to do is give it away but, having retired early, I do need to supplement my pension. Also, our connection would be weakened by a lopsided 'free' association, so I trust everyone to give enough to feel invested in the coaching, and in whatever way leaves you with a feeling of clearness and balance.

How the gift option works

1. **The main differences** from conventionally charging a specified price to be paid by a specified date are:
 - a. I ask *you* to decide on an appropriate gift according to your *level of satisfaction* with the coaching, and your *means*.
 - b. I ask you to choose the *timing* of the gift. It should *follow* the coaching, but you could decide to wait a while to assess the coaching's impact before reciprocating. You can also make a second response if your satisfaction, or means, increase with time.
2. **The gift need not necessarily come to me.** What goes around comes around and you could 'give it forward' to someone else, as you feel appropriate. If you take this route, I'd be grateful if you would let me know to whom you have given it (although not necessarily the amount).
3. You can of course **give anonymously**, although I'd prefer that you didn't. A core reason for the gift approach is to strengthen relationships, and anonymity doesn't do that.
4. **Money** is not the only means of expressing gratitude, but it remains a useful tool. Should you wish to reciprocate with a financial gift, my bank details are: GH Swingler; Capitec; Branch 47001000; Acc no 1408171358; with your Name as reference.
5. **Punctuality and honouring of appointments** are a mutual responsibility. Missed appointments (without good reason or 24 hours' notice) imply that the coaching is not worth continuing.
6. **For tax purposes**, I will declare gifts and provide invoices and receipts on request.

For further information on "gift economics", the best known book on the subject is "[Sacred Economics](#)" by Charles Eisenstein ([commercial print book and Kindle](#); gift [pdf](#)). More rapidly digestible summaries include a [short \(12-minute\) film](#) and a [longer \(9365-word\) summary](#).

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Business clients

I expect my style of coaching to fit best with businesses that are concerned with more than just the money. I want to feel a deep connection with your business and to enjoy the project we'll be creating together. I thus offer the same terms to business clients.

What this means is that I will ask you to wait until after the coaching has taken place before you let me know for how much I should invoice your business.

George Swingler

The Thinking Space

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