# Coaching Tip: Reading for a Purpose is a Coaching Experience

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| **Author** | Isabel Einzig |
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***"Every man who knows how to read  has it in his power to magnify himself, to multiply the ways in which he exists, to make his life full, significant and interesting."-Aldous Huxley*** On a daily basis we read while on the job, we read the newspaper, we read  articles to find out what is going on in the world or how to improve our lives.  Books are a wealth of knowledge, but how often do we really take time to read for a purpose other than because we have to.  Reading for a purpose gives us the opportunity to explore and make new discoveries; much like being coached.  If your purpose is to read for enjoyment, you will most  likely plan that time somewhere in your busy schedule.  If reading for knowledge, that takes a bit more concentration. Planning your most effective time will make a difference in your comprehension. Consider that a book has meaning not because of what you read, but because of what is inferred.  "To read without reflecting is like eating without digesting."-Edmund Burke Activity: Choose a book for a purpose Plan to read at least 15 minutes each day Take that book wherever you go in case you have to wait in line somewhere. Try reading the book rather than checking your text messages during this waiting period. Keep in mind: intention, attention, and retention. Read books that lead to discovery and give you power;  You will be transported to new worlds that may inspire you to do more things and go more places. Keep in mind that reading will give you pleasure, information and inspiration.  Get started right away!

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