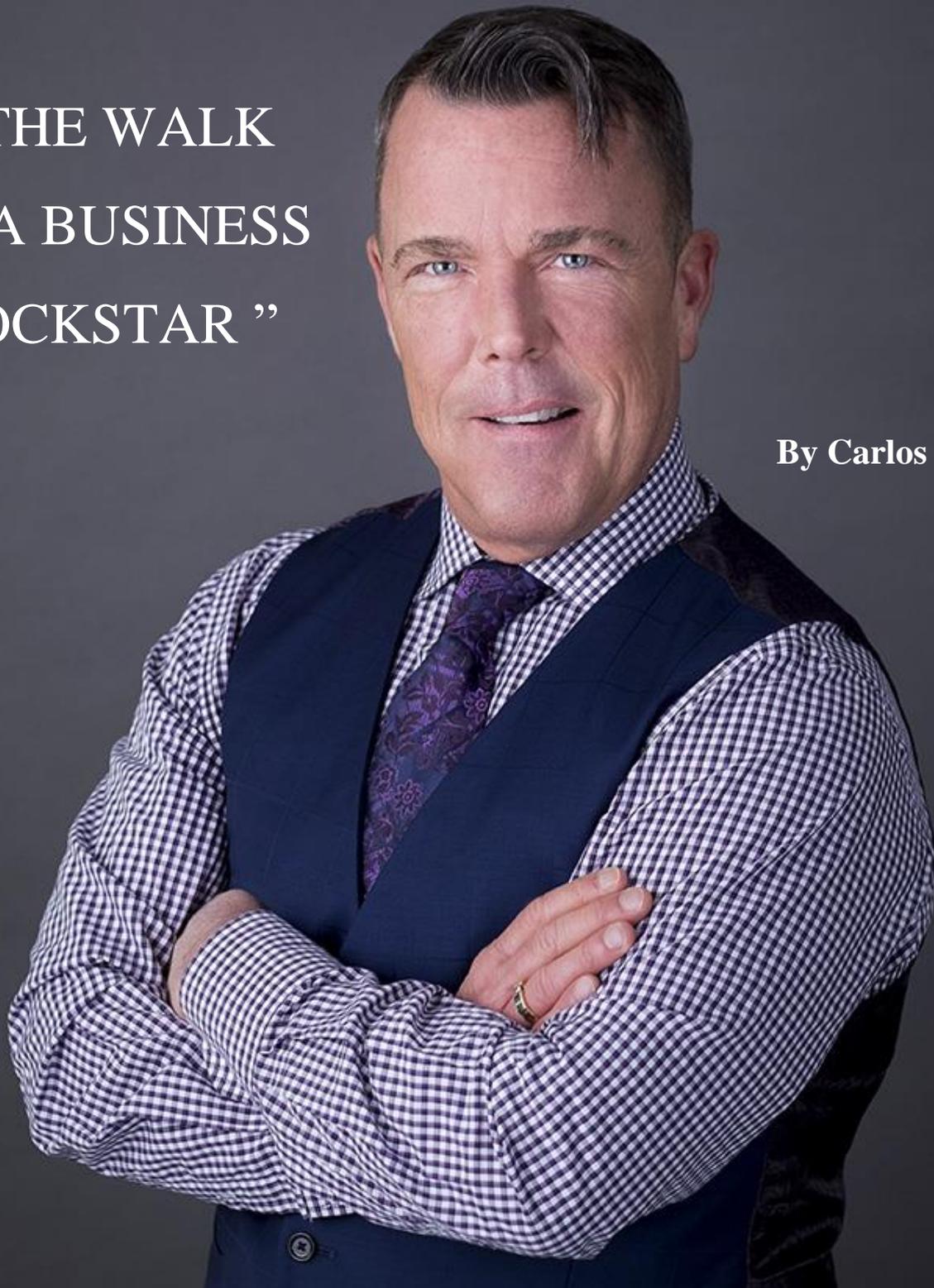
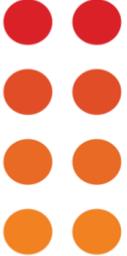


“ THE WALK
OF A BUSINESS
ROCKSTAR ”

By Carlos Machado



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THE WALK OF A BUSINESS ROCKSTAR

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BY CARLOS MACHADO PHOTOGRAPHS TAKEN FROM <https://ontraccoach.com/>

When Gary Mitchell was a child back in Etobicoke Ontario, he had a dream: he was determined to be heard. He was meant to be in the limelight for life.

“I always wanted to be on stage as a performer. I wanted to be a rock star.” Mitchell confesses

He was setting the stage of his own play. A business coach was about to emerge.

After 25 years of a successful and consolidated professional career as business communications coach in Metro Vancouver, he remembers all his way to becoming the professional he is today. That lively childhood of his led him to pursue his goal. He went to Sheridan College in Oakville Ontario to study Music Theatre. “My first love was Music Theatre” he affirms.

He was delighted to be there at that time, and later started a business when he turned 25 years of age. He used some of the business strategies he masters now to be in the right track. “I created a national event involving marketing, media relations, event management, promotion, production, and staffing,” He says.

He was getting aligned with what he aimed to attain until he went to the city of glass. Canada’s west coast was majestically beautiful and the surrounding nature of Vancouver captivated him straightaway. “I immediately was drawn to the mountains and ocean. Something here was just pulling on me,” Mitchell says, and he decided to settle down here in November of 1994.

Life was tough at first. When he came to Vancouver, he had a different job to pay his bills. Nine months he had to wait to

get ready to get the show on the road. He didn’t know anybody in Vancouver and he just thought all he had left back in Ontario to follow a sparkle of hope, but he stayed, he fought and he finally got what he envisaged. “It was not easy to build a network in Vancouver at first. But then I got involved in politics and my network grew exponentially from volunteering on political campaigns, running for Parliament myself, and then running several campaigns as a campaign manager and coach,” Mitchell says. He worked so hard to achieve people’s goals. He successfully managed the political campaign of a lawyer running for Parliament, Mitchell made him a well-prepared candidate. His high coaching skills made his clients to step on the cusp of their careers but he was moving away from what he first fought for.

“This was a life ‘A Ha’ moment as I was now the ‘guy behind the guy’, instead of the ‘guy’.”

He acquired a high expertise in several things like speaking and media. An experience that served him to obtain a prominent future, running for Parliament himself, as well as a coach in the law field as a friend of his client suggested to him.

‘The show must go on’, he thought, and he worked for several clients. Law firms that needed their businesses to be positioned in the market. He published two books with Carswell, a Thomson Reuters Company and the largest legal publisher in Canada. ‘*Raindance: The Business Development Guidebook for Lawyers*’, published in 2012 and ‘*Raindance II: A Blueprint for Growing your Practice*’ with two editions, one for smaller law firms, and one for larger law firms, published in 2014. Those books were in fact his curtain call, where people could see his contributions based on a pile of knowledge he got through years of experience in the field. His hard work was worth it.



Mitchell adds to his professional portfolio articles and columns he writes. “My first published article was in 2006 for *The Lawyers Weekly*.

I have written articles for *Lexpert*, *Canadian Lawyer*, *The Lawyers Weekly*, and others and continue my monthly column on *The Lawyers Daily*.” Mitchell affirms and shares his seven-part podcast series on the ‘Business of Law’ he will complete by December available on YouTube.

<https://www.youtube.com/channel/UCmcvRZ5qV89jlv2tYdZTjlg>



Law firms tend to present business hurdles due to the lack of know-how in the business realm. They are getting a good preparation in their field; nonetheless, most of them get stuck when it comes to marketing success for their firms. “Lawyers are not taught any business skills at law school. Their education does not prepare them to run a business/law firm,” says Mitchell and adds, “The smartest law firms realize this and invest in developing their people.” Mitchell is indeed a people’s person. He truly understands the mechanisms to better approach to professionals as well as clients. He knows what road to take. He knows how to succeed.

In a lackluster market for companies, there are plenty of opportunities to help firms to achieve their business goals and Mitchell fills those holes of

crisis with the expertise he got with the years and he does it as a freelancer.

“I am self-employed and have been since 2006. Why-freedom!” Mitchell says

but confesses it has its drawbacks as well. “As any business owner can tell you, being self-employed is not easy. There are no guarantees and no safety coming from a regular paycheck. You are constantly doing business development and marketing to attract new clients,” says Mitchell.

It is not easy to achieve a high-standard monetary goal in the business during the first years of work for any new business communications practitioners. Statistics are daunting. People are struggling to become well-paid coaches. They have to wait and compete hard first. Mitchell advises to emerging communications professionals,

“You have to be absolutely determined to make a go of it and stay focused on your ultimate goal. Like any business, it’s not easy. The potential for a great income exists, but you will have to work very hard to achieve it.”

Experience has spoken, 25 years ago, he found himself in a complex, crossroad that would mean his destiny as a professional coach. 25 is easy said; it is as long as a whole life of a bull, and as short as the time Saturn has to wait to see the sun again the next day. It is a time to learn, to fail, to recover and to grow.

In the end his luminous light shone on the stage of this business world. “Sometimes opportunities come to us in ways we could never have imagined. Keep your eyes and ears open for them. You never know when they might appear,” Mitchell says.

His future is uncertain; he plans

to expand his reach to service providers, accountants and financial planners, or perhaps becoming a full-time political coach in the US. “There is great potential to make a very good living doing that,” Mitchell says.

In the meantime, he is extremely grateful for all he has accomplished in life personally and professionally. Projects he has done that he never imagined to do. People he met, things he learned, all he gained in this life of success are priceless.

And he shares a final advice.

“Find something you love. Work hard. Stay focused. Don’t give up. The payoff (life) is worth it.”



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