

What is Coaching?

Coaching is an individualized “real-time” approach to leadership development. People work with coaches for many reasons, including:

- ✎ Increasing personal performance
- ✎ Maximizing effectiveness when starting a new job or role
- ✎ Succeeding in a changing work environment
- ✎ Managing multiple responsibilities across different areas of their lives
- ✎ Determining how to take on a significant challenge or new opportunity
- ✎ Addressing skill or confidence limitations
- ✎ Achieving results more quickly
- ✎ Examining choices and making decisions
- ✎ Achieving career objectives
- ✎ Identifying and building on personal strengths

So, what is coaching? Coaching deals with real-time issues. It’s a collaborative effort where a coach and client work together to help the client maximize his or her potential. The International Coach Federation (ICF)

<http://www.coachfederation.org/clients/coaching-faqs/> defines coaching as “partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”

Coaches respect clients as the experts in their own lives and support them in a number of ways:

- ✎ Coaches help clients clarify what they want to achieve and to set clear goals.
- ✎ They encourage self-discovery.
- ✎ Coaches facilitate self-insight and support clients’ understanding of their current situation, blind spots, challenges and opportunities.
- ✎ They encourage clients to generate and explore options, strategies and solutions to achieve their objectives and maximize their possibilities.
- ✎ Coaches hold clients responsible and accountable to their commitments.

“Coaching deals with real-time issues. It’s a collaborative effort.”

Clients often find that coaching helps them to achieve more than they would on their own and accomplish results more quickly.

