

## What is Coaching?

Coaching is the process of coming alongside someone to help them get clarity and confidence in addressing life's opportunities.

Coaching is an ongoing conversation that empowers a person to fully live out their potential – both personal and professional. The goal of coaching is for the coachee to discover insights about themselves, and to take action in reshaping their life.

The coaching relationship is expected to encourage insights, to facilitate greater personal awareness, to change behaviours, to initiate actions and, ultimately, to produce outcomes that satisfy the coachee. Much is expected of them: it is their responsibility to imagine, reason, identify, plan, decide, and implement their goals.

## What Coaching Is

Coaching is about the coachee – their goals, their learning, and their growth. Together, coach and coachee will discover the potential within them.

Coaching is about learning – rather than teaching. The coachee is the expert on their life. A coach uses coaching techniques such as deep listening, open questions, encouragement, feedback, and always remaining supportive. The focus is on assisting the coachee in discovering insights and taking next steps in pursuing their calling.

Coaching is about action – the coachee's action. Each session the coachee will determine 1-3 action steps to take before the next session. It may be surprising how quickly the coachee will progress toward their goals.

Coaching is about all of the coachee – not just work or personal life. We all know that altering old habits and thought patterns is difficult. A coach recognises these patterns and will support the coachee as they change and grow.

## What Coaching Isn't

It is not therapy. Although many of the communication techniques are the same, like active listening, reflecting, use of questions, limited advice giving, etc., therapy focuses on the past to bring healing and unblock a person so they might move ahead. Coaching is future and action-oriented - for people who are basically free of debilitating psychological or emotional issues.

It is not mentoring. Mentors are experts in a particular field who seek to pass on their expertise to a person. Mentors provide knowledge, advice, guidance, correction, and

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encouragement to people who are newer and junior—by experience if not by position or age. Mentors usually play the roles of advisor and teacher to guide and impart knowledge and wisdom.

It is not training. In training, the trainer sets the agenda. Changes are imposed from outside the participant, via the trainer. In coaching, the coachee sets the agenda. Coaches use adult learning principles of self-discovery to motivate change from within their coachee.

It is not authoritarian. Did you have a tough sports coach who used to yell at you and make you do a million push-ups if you made a mistake? That's not coaching. A coach will push a coachee beyond what they might think they can do, but will always be supportive. The coachee is in control. The desire and responsibility to choose and act belongs to the coachee – and them alone.

## Why Does Coaching Work?

Coaching works because it brings out the best in the coachee; a coach believes that coachees can create their own best answers and is trained to support them in that process. During coaching sessions, a coach will:

- Listen. The coachee's story is central. A coach is fully engaged in what they are saying, encouraging them to discover what their potential is.
- Ask questions. A coach uses questions to stimulate the coachee's thinking and creativity. Questions are about possibilities and the future.
- Encourage. Everyone needs encouragements, and usually we don't get enough. A coach will hold and honour their coachee's vision, progress, and efforts.
- Facilitate while letting you lead. A coach facilitates learning and problem solving.

A coach is not in charge, nor do they set the agenda. A coach is simply here to help the coachee to engineer their future.

## Why Use a Coach?

The reasons people want coaching are endless, and as unique as the person. Here are a few examples that motivate people to use a coach.

- To make significant life changes
- To make better decisions
- To set better goals and reach them faster
- To address changes in location or work
- To reduce stress, isolation, or uncertainty
- To progress personally
- To improve your relationships
- To make a bigger impact on the world
- To be a better leader
- To better understand who you are
- To simplify or prioritize your life
- To evaluate your pace of life

## Our Coaching approach

1. Leverages Strengths
2. Provides Clarity and Focus
3. Instils Confidence
4. Catapults Learning
5. Fosters Intentional Progress
6. Rubs Off on Others
7. Encourages achievable Goals/Dreams

"You will never maximize your potential in any area without coaching. It is impossible. You may be good. You may even be better than everyone else. But without outside input you will never be as good as you could be."

*Andy Stanley, The Next Generation Leader*