

## Introduction

This document is designed to help you understand the nature of coaching and how to get the most from our partnership together.

## What is Coaching?

Coaching is a guided process where you bring your issues, opportunities and current work situation. Together, we create a relationship which sheds new light and perspective on what is going on for you. We work to establish trust and connect at a level that allows challenge and support to go hand in hand. The focus of the conversation is around the leadership practices that you embody at work, however the approach we take starts with the belief that you are one person. We take a whole life, whole person view on work and leadership. We establish an intentional goal yet remain fluid and adaptive; we deepen your experience of your present situation and through cycles of experimentation and reflection, we take steps towards your future.

The coaching relationship is a partnership – an equal relationship -- allowing you room to move yet being accountable so that you can be the kind of person that you would like to be, to achieve the kind of life and work that you would like to have and to achieve the goals that you would like to meet.

## What is the Coach Responsibility?

- \* To clarify and encourage you to set the goals and intentions that you really want
- \* To facilitate a process that develops your awareness, perspectives and options
- \* To support you to do more than you have probably done on your own
- \* To help you to focus better in order to produce results more quickly

## What is the Client Responsibility?

- \* To know what they would like from coaching
- \* To arrive with an intention for each session
- \* To be willing to experiment with new ways of knowing, doing and being
- \* To take action between sessions

## How is Coaching Different from Mentoring, Therapy and Consulting?

Professional coaching focuses on setting goals, creating outcomes and managing personal change. Sometimes it's helpful to understand coaching by distinguishing it from other personal or organisational support professions.

- **Mentoring:** A mentor is an expert who provides wisdom and guidance based on his or her own experience. Mentoring may include advising, counselling and coaching. The coaching process focuses instead on individuals or groups setting and reaching their own objectives and actions.
- **Therapy:** Therapy deals with healing pain, dysfunction and conflict within an individual or in relationships. The focus is often on resolving difficulties arising from the past that hamper an individual's emotional functioning in the present, improving overall psychological functioning, and dealing with the present in more emotionally healthy ways. Coaching, on the other hand, supports personal and professional growth based on self-initiated change in pursuit of specific actionable outcomes. These outcomes are linked to personal or professional success. Coaching is future focused. While positive feelings/emotions may be a natural outcome of coaching, the primary focus is on creating actionable strategies for achieving specific goals in one's work or personal life. The emphases in a coaching relationship are on action, accountability, and follow through.
- **Consulting:** Individuals or organisations retain consultants for their expertise. While consulting approaches vary widely, the assumption is the consultant will diagnose problems and prescribe and, sometimes, implement solutions. With coaching, the assumption is that individuals or teams are capable of generating their own solutions, with the coach supplying supportive, discovery-based approaches and frameworks.

*“Professional coaching brings many wonderful benefits: fresh perspectives on personal challenges, enhanced decision-making skills, greater interpersonal effectiveness, and increased confidence. And, the list does not end there. Those who undertake coaching also can expect appreciable improvement in productivity, satisfaction with life and work, and the attainment of relevant goals.”* Source: International Coaching Federation

I work within the professional ethics and guidelines as designated by the International Coaching Federation (see [www.coachingfederation.org](http://www.coachingfederation.org)). Copies of the Code of Ethics are available on their website, along with the Ethical Conduct Review Process.

## Principles of the Coaching Approach

As your coach, I will work with you to co-create a learning journey for you that supports you to make progress towards your goals/ intentions.

I do this by asking questions, listening, giving feedback, creating activities and by sharing my experiences and knowledge if requested and applicable. An important stage between sessions is for the client to take action and experiment with new ways of working.

My intention is towards you and the quality of our relationship in order to create a coaching environment which is productive, effective and rewarding for you, we work:

- Together & in equal relationship
- Facilitating from the present towards the future as it emerges
- In appreciation, respect and openness to the difference between us
- By observing & sensing the dynamic & energy to heighten awareness
- Creatively to open up new perspectives through heart, gut and body knowing to complement our brains
- In service of the whole system

Purposeful



## Supporting yourself between sessions

Here are some useful questions to support yourself with self-coaching in between sessions.

- What is going on for me right now?
- What assumptions am I making about this situation?
- How are these assumptions impacting my feelings and actions?
- What do I imagine will be different if I enlist the support of my coach?
- How can I support myself within this situation?
- What next action can I take to boldly experiment in this situation?

It is also useful to keep a journal as part of your reflective practice:

- What happened? (Describe the instance/ situation)
- What are my emotions and thoughts about this?
- So what? What conclusions do I make? What have I learnt?
- Now what? How do I apply my learnings? What do I do differently and when?

## The How's and Where's of meetings

- We will meet online via Zoom or if agreed, face to face and telephone only as a last resort (+44 (0)7900 255380)
- Session lengths are as per your programme and depending on our agreement. The first session can be extended by 15 mins in order to finalise any details of working together. This is at no charge to you.
- It is important to find a location for coaching that offers the environment of privacy for experimentation and freedom of conversation without interruption.
- Depending on your work circumstances, it could also be appropriate to meet jointly with your line manager at the start and end of our coaching relationship to clarify how your organisation might be viewing your progress and development. Particularly, if coaching is part of a wider leadership development programme.
- Relationships typically last 6-9 months giving you time to deepen your self-awareness and to experiment with actions to shape future behaviours
- Time between sessions can be anything from 2-6 weeks to maintain momentum. The length of gap typically depends on the stage you are at of coaching and the nature of your work. Often, there is a higher frequency at the start & more time between sessions towards the end.

## Starting Together

### 1. Request a complementary chemistry session, ideally held face to face.

It is useful to have some background in the request. Why coaching? Why now? Why this coach?

### 2. Decide to proceed

The purpose of the chemistry session allows you to explore if coaching is right for you, and if the coach and their offer is right for you. It is a two way process and the coach may choose to recommend an alternative development path and an alternative coach for you to meet.

### 3. Complete the Coaching Agreement

This is sent to you for signing and returning by email in advance of the first session and in advance of any additional services, such as reports being requested on your behalf. It covers the fees payable, how we meet, confidentiality and how we terminate our coaching partnership if necessary.

### 4. Payment of invoices

Invoices are normally raised and paid in advance of the coaching block starting. Exceptions can be made to this if required.

### 5. Complete the Coaching Discovery Inquiry

Fill out the form and send it to me via e-mail, at least 48 hours before our first coaching session.

## **Developing and Maintaining the Quality of our Relationship**

The quality of our relationship is a very important element which impacts the success of coaching. At the start of each session, we will share how we are both arriving. At the end of each session, we will reflect on how we have been together, what has worked well and what we need to be mindful of in our next session. At the cessation of our relationship, we will conduct a longer review of your journey and our relationship.

In preparation for the final session, there is a set of closing questions for the client to complete. This is partially a reflection on what has been gained from coaching and feedback for your coach.

## **Cancellations & Appointment Changes**

On the rare occasion when you need to reschedule, please let me know by email/ text at least 48 hours in advance. Except in the case of an emergency, you will be charged for last minute cancellations or missed sessions.