



# All you need to know about Coaching

## Giving a helping hand out of homelessness

A 2024 coaching initiative by Felicity @ Bend the River Ltd

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### What is Coaching?

**It's about you.** Coaching is a conversation with a difference. It really is all about you!

It's a place for you to bring your hopes and dreams for 2024 and start to activate them. Importantly, its not about advice giving, that's more mentoring (& there's more on that below).

When you've gone as far as you can on your own, this will help you go further.

**Unlock insights.** Through listening, questioning, activities and feedback, the intention is to evoke your awareness and bring to light new, previously unseen, options for action, and then work out what stands between you and that action.

*"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

**It's a guided conversation** where you can bring a range of things on your mind and in your awareness. Here are just a few examples:

- Wishes & opportunities and we focus on first steps, what next, with who, when and so on
- Niggles and challenges in life and we focus on what minimising and overcoming these could look like
- More of / less of - typically there are always things that we would like more of/ less of, so we turn our attention towards what's within your sphere of influence to change
- Career next steps; perhaps you'd like to take steps towards the next point in your career, and want to think that through
- Just promoted or facing new challenges at work, then we can pinpoint what support you most need to see you through what's going on
- Communication at work feeling tricky? Discord in key working relationships can feel hard, and we can look at strategies and questions you can use to increase the flow



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- Who am I? What is my purpose? Perhaps you're at one of those life stages where the bigger questions are coming up. We can look at your values and how you like to be seen.
- Feel lost and unsure, then you are welcome too. We can focus on identifying the support you are lacking and how to access it.

In one session we can definitely make progress, and also know that we may not solve the world. It helps to be realistic about what is feasible in one hour. You may choose to add on future sessions.

For more inspiration on how coaching can help, check out some coaching stories [here](#)

### Who's it for?

- \* Any adult human
- \* Whilst I specialise in leadership and workplace coaching, I take a whole person approach to coaching. Who we are is how we show up and impacts all our actions. So everything is relevant, and I am here to connect to what you need.

### Who is Felicity?

- \* **An adventurer:** I am by nature curious as to what is around the corner & over the mountain. This curiosity lends itself to coaching, I simply want to help you know what's around your next corner. In life, I love my outdoor journeys by bike, foot, paddle and skis.
- \* **A listener:** I'm known for being more of an observer and listener. This brings calmness and focus to my coaching. In life, you're more likely to find me on the outskirts of groups or in a 1-2-1 conversation than being the centre of the party.
- \* **A picture maker:** I experience life like a series of jigsaw pieces and am constantly putting bits together, making connections and pictures. One of my superpowers is the ability to hold detail & see the big picture. This means that I can help untangle spaghetti minds and help you reveal the connections and pictures that are there. In life, I appreciate design and architectural beauty that is balanced and fits within the natural landscape.



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### What actually Happens?

- \***Pre session:** Reflect on what you hope coaching can support you with. How can it help you go beyond where you can go on your own?
- \***Find Privacy & Quiet:** We will meet on Zoom, and it's best to choose to sit somewhere private so you can speak freely
- \***In Session:** We kick off with some questions about where you would like to focus the session, and what you hope will be different at the end of the hour. There is a middle section of exploration, and then for the last part we look at what new insights there are and what you want to take as next steps.
- \***Post Reflection:** There will be a follow up email for final reflection and to harvest the insights you've gained. Give some feedback and decide if you'd like a further session.

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

Coaching focuses on space between the here and now and the future. It can involve creating a vision, setting goals, creating outcomes and managing personal change. Sometimes it's helpful to understand coaching by distinguishing it from other personal 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 organizations 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.



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### Coaching Professional Standards

I am a credentialed PCC level coach with the International Coaching Federation and work within their professional ethics and guidelines. If for any reason, you have a need to raise an issue with my conduct as a coach, it can be done <https://coachingfederation.org/ethics/ethical-conduct-review-process>

### Cancellations & Appointment Changes

Whilst I am happy to give my time to coaching, I am far less happy to give my time to admin around this initiative. Please help me achieve this by minimising changes!

- \* **48 hour Notice period:** If you are unable to make the session you have booked, please cancel it at least 48 hours in advance and re-arrange it. If you are unable to re-arrange it, then email me directly at [felicity@bendtheriver.org](mailto:felicity@bendtheriver.org).
- \* **Emergency last minute cancellations:** These can and do happen. Please text/whatsapp me so I'm not left hanging in the Zoom room - 07900255380. Thank you!

### Links

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