

## WHAT IS COACHING?

Coaching is a process designed to help you to access your best thinking and more of your capabilities in order to achieve your aspirations.

It's a bespoke form of personal learning and development which involves:

- formulating clear and attainable goals
- working out how best to achieve them
- identifying the resources (internal and external) that will assist in the process
- developing methods for monitoring progress and keeping on track.

The essence of coaching conversations centres on:

- achieving clarity and focus
- generating self-awareness
- determining actions and outcomes
- developing ways for keeping on track.

During these conversations, the role of the coach is to support, encourage and, where appropriate, challenge you in order to clarify situations and question self-limiting beliefs or unhelpful patterns of behaviour.

Four principles underpin effective coaching:

- **Client agenda:** your perspective, and the context in which you operate, is always the start point
- **Future focused:** the overall emphasis is on moving forward rather than on the past
- **Non-directive:** coaching seeks to draw out ideas and solutions from you; the coach may offer some thoughts if appropriate to do so, but will not prescribe or advise on any particular course of action
- **Self-sufficiency:** coaching leaves you with sufficient self-awareness, skills and tools to continue to develop on your own beyond the coaching relationship.