



## Overview of Coaching

Coaching means different things to different people, so it's important that clients have an accurate understanding of a coach's terms of reference in order to make an informed decision whether to engage their services.

Below is a *brief* summary of my approach. I will be pleased to discuss further at your convenience.

### Purpose of coaching

The purpose of the coaching is determined by the client (and/or sponsoring organisation) and their context. In general, coaching needs fall into one or more of the following categories:

- **Skills and Performance** (for you, your team, your organisation). In this context, the outcomes of the coaching may be clearly defined, i.e. we are working towards agreed, specific goals.
- **Development** (for you, your team, your organisation). Here the coaching may be more exploratory at the outset to establish which path is best before settling on the outcomes we will work towards.
- **Transformation** (for you, your team, your organisation). At this level of coaching, we will work with what is emergent within you and your context in order to explore what fundamental shifts and changes need to occur.

### Process

Coaching needs to be contained within clear and agreed boundaries and processes in order that it remains accountable and ethical. Core stages of that process include:

- **Contracting / agreement** at the outset to determine the objectives for the coaching, frequency, confidentiality, agreed levels of feedback to sponsor where relevant etc.
- **The coaching work**, where the client has ownership for the content and focus of sessions, and the coach supports and challenges their thinking and reflection to serve and facilitate the learning and change taking place.
- **Closing and evaluating** the coaching is an essential stage which helps to cement the outputs of the coaching, learn from the process and look beyond the coaching to the future growth and development of the client.





## Partnership

Coaching is a 50:50 partnership which is built on rapport, trust and communication. It relies on there being:

- **A learning partnership** in which there is a clear understanding of the shared and different responsibilities of the client and the coach to ensure the objectives of the coaching are met. This is not a didactic or consulting relationship, but one of genuine learning and enquiry.
- **A flexible approach** to finding solutions and ways forward, and respond to your needs and preferences and the context in which you operate. There is no 'off the shelf' formula for coaching, and so my approach needs to be creative and responsive.
- **Dialogue and respect** between the coach and client is a vital ingredient. We need to be able to talk about what's working and what isn't, and to value the differences that we each bring – and often it's our differences which make the coaching partnership even more effective.

### *If you decide that you would like to explore coaching further, my commitment is to:*

- Offer an initial telephone meeting of approx 30 mins. This will give us an initial sense as to whether we can work effectively together.
- If you decide you would like to proceed, logistics permitting, I will meet you for an initial face to face session.
- If after that meeting you decide for whatever reason that you would prefer not to continue, you will not be charged for that session\*.
- If you decide to continue, this session will be charged for and included in the overall package for coaching which we agree.

\* Travel expenses will be charged, but not the session fee.

