

FREQUENTLY ASKED QUESTIONS ABOUT COACHING

1. What Is Coaching? Professional Coaching is a professional partnership between a qualified coach and an individual or team that supports the achievement of extraordinary results, based on goals set by the individual or team. Through the process of coaching, individuals focus on the skills and actions needed to successfully produce their personally relevant results. The individual or team chooses the focus of conversation, while the coach listens and contributes observations and questions as well as concepts and principles which can assist in generating possibilities and identifying actions. Through the coaching process the clarity that is needed to support the most effective actions is achieved. Coaching accelerates the individual's or team's progress by providing greater focus and awareness of possibilities leading to more effective choices. Coaching concentrates on where individuals are now and what they are willing to do to get where they want to be in the future. ICF member coaches recognize that results are a matter of the individual's or team's intentions, choices and actions, supported by the coach's efforts and application of coaching skills, approaches and methods.

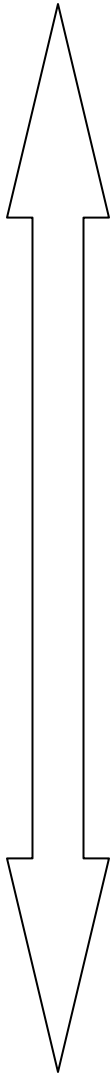
2. What are the benefits of coaching? Individuals who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhanced thinking and decision making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles. Consistent with a commitment to enhancing their personal effectiveness, they can also expect to see appreciable results in the areas of productivity, personal satisfaction with life and work, and the achievement of personally relevant goals.

3. How can you determine if coaching is right for you? To determine if you could benefit from coaching, start by summarizing what you would expect to accomplish in coaching. When someone has a fairly clear idea of the desired outcome, a coaching partnership can be a useful tool for developing a strategy for how to achieve that outcome with greater ease. Since coaching is a partnership, also ask yourself if you find it valuable to collaborate, to have another viewpoint and to be asked to consider new perspectives. Also, ask yourself if you are ready to devote the time and the energy to making real changes in your work or life. If the answer to these questions is yes, then coaching may be a beneficial way for you to grow and develop.

4. What are some typical reasons someone might work with a coach? There are many reasons that an individual or team might choose to work with a coach, including but not limited to the following:

- There is something at stake (a challenge, stretch goal or opportunity), and it is urgent, compelling or exciting or all of the above
- There is a gap in knowledge, skills, confidence, or resources
- A big stretch is being asked or required, and it is time sensitive
- There is a desire to accelerate results
- There is a need for a course correction in work or life due to a setback

Coaching isn't therapy



THERAPY	COACHING
Deals with identifiable dysfunctions in a person	Deals with a healthy client desiring a better situation
Deals mostly with a person's past and trauma, and seeks healing	Deals mostly with a person's present and seeks to help them design a more desirable future
Helps patients resolve old pain	Helps clients learn new skills and tools to build a more satisfying successful future
Doctor-patient relationship (The therapist has the answers)	Co-creative equal partnership (Coach helps the client discover own answers)
Assumes emotions are a symptom of something wrong	Assumes emotions are natural and normalizes them
The Therapist diagnoses, then provides professional expertise and guidelines to provide a path to healing.	The Coach stands with the client and helps him or her identify the challenges, then partners to turn challenges into victories, holding client accountable to reach desired goals.
Progress is often slow and painful.	Growth and progress are rapid and usually enjoyable.

© P. Williams, Ed. D, MCC

**Coaching isn't mentoring,
consulting or training either.**