

WHAT IS COACHING?

- Coaching is essentially a conversation - a dialogue between a coach and an individual within a productive, outcome-focused context. In the coaching process the coach is a sounding board and awareness raiser, facilitating a conversation to assist, support and encourage individuals to find answers, and to learn things for themselves.
- Coaching is about learning and unlocking a person potential to maximise their own performance. It is about supporting them to learn rather than teaching them or telling them.
- Coaching is more about asking questions than providing answers. The coach is not a problem solver, advisor or instructor. A coach engages in a collaborative alliance with the individual to establish and clarify purpose and goals, and to develop a plan of action to achieve these goals.
- Coaching opens an individual up to possibility thinking, choice, and personal growth, and is about change and transformation. A coach observes patterns, opens up possibilities and gives support in the sometimes difficult process of change.
- Coaching is about re-inventing oneself – creating new stories, new identities and new futures. Coaching is a journey where the journey is as important as the destination.
- Coaching also operates on an emotional plane. It is by recognising and understanding our feelings that different behavioural possibilities can be realised.

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