



An Introduction to Coaching

The purpose of this document is to:

- ✓ Give an overview of what performance coaching is, how it works and its potential benefits
- ✓ Describe what you as our Client can expect from me, your Coach, and what I expect of you
- ✓ Encourage you to think about our initial meeting

What is coaching?

Coaching is a form of learning, where a Coach supports someone else (the Client) to create learning and self-development in a way that is of benefit to them. From early forms of transportation such as the Stage Coach, the word 'coaching' literally means to transport someone from one place to another. There are many forms of coaching, but they all have in common the purpose of helping someone to move forward in a certain direction.

Why do people get 'coached'?

The services of a Coach are enlisted because people want to improve their situation and achieve goals. They want to learn new ways of thinking and approaching situations, in order to get better results.

A skilled coach uses a combination of questioning, listening and feedback to create a conversation that's rich in insight and learning. A client should experience a focus and attention that enable them to develop a greater awareness and appreciation of their own situation, and create new ways to resolve issues, produce better results and generally achieve their own goals more easily.

So what are the benefits?

The following have been reported by our Clients:

- ✓ An improved sense of direction and focus
- ✓ Increased self awareness
- ✓ Improved ability to relate to and influence others
- ✓ Increase motivation to try new approaches
- ✓ Improved effectiveness at work
- ✓ Increased resourcefulness/resilience in changing situations

What coaching is not

- Structured training
- Therapy, psychoanalysis, psychotherapy
- A way of someone else solving your problems for you; Coaching is based on the principle that the Client is ultimately responsible for their lives and the results they are getting. If we acknowledge that we are responsible for something, it follows that we have power and influence over it. A coach will not instruct you to go and do something specific, or go and do it for you. If they did, the coach would be taking responsibility, and so power - away from you.

What you can expect from your Coach

The role of Coach provides a kind of support distinct from any other. Your coach will focus solely on your situations with the kind of attention and commitment that you rarely experience elsewhere.

You coach will listen to you, with genuine curiosity to understand who you are, what you think and generally how you experience the world. Your coach will reflect back to you, with the kind of objective assessment that creates real clarity. During conversations, your coach will encourage you to rise to challenges, overcome obstacles and get into action.

It is working relationship like no other, simply because of its combination of objective detachment and commitment to the goals of you as an individual. It is a relationship based on trust and openness and the detail of your discussions will be confidential. Where a Sponsor has requested feedback, the coach will agree with Client the best way to keep them updated. Nothing that has not been agreed to will be fed back.

What your Coach will expect of you as the Client

In return for the above, the Coach will encourage you to be committed to the coaching – turning up for sessions, taking your own notes, and undertaking follow up work. This will also require you to keep to any agreements regarding confidentiality and honesty.

During sessions, the Coach needs you to be open to the potential of coaching by contributing to conversations honestly and openly e.g. if you have concerns to voice them, if you feel something is not working to say so.

Parris King Developing Potential Ltd
T/A The Coach Practice
The Red House . 176 Duffield Road . Derby DE22 1BH
01332 381888 email: marion@parrisking.com
www.thecoachpractice.co.uk /www.parrisking.co.uk