



Quick CLIX for COACHING ◀ No: 1

What is Coaching? The 9 Key Elements...

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Coaching is a structured series of conversations, where a coach works with individuals or teams to help them clarify their aspirations and challenges, set their own goals and take actions to achieve them – using a variety of tools, styles and techniques. They use effective listening, reflect and question and, most essentially, with regard and sensitivity. Coaching can focus on personal, professional or performance improvement.

➔ Here's a list of key elements we think help define what coaching is all about...

1. Coaching is a series of conversations – an extended dialogue where people explore with the coach their aspirations, goals, obstacles and actions for improving or enhancing themselves personally or professionally. It involves a lot of questioning and listening.

2. Coaching is about helping people find their own answers. It's about self-discovery and helping people harness their inner resources to achieve things that matter to them. Coaching helps people tap into what they know. It builds on the strengths they already have and helps them find the answers that are often within themselves already.

3. Coaching is about relationships – both the relationship the coach forms with the person being coached and often, the relationships that person has with others around them, that create much of the context for coaching work. (Eg: *"How do I handle Jim? I just can't seem to get through to him on how important OH&S audits are..."*)

4. Coaching is about self-awareness – helping people find out more about themselves, how they tick, what their thinking and emotional patterns are and what impact these have on themselves and others around them.

5. Coaching gets people to reflect – to challenge and confront limiting beliefs, rethink situations and reframe their thinking; to open up to new possibilities and review their approach to situations, events and themselves in order to achieve their potential.

6. Coaching helps change things about behaviour – old habits and patterns that restrict people from thinking or doing things differently – ones that often hold us back. Without behaviour change, personal change doesn't happen and coaching fails to get results.

7. Coaching's about finding then trying out solutions to specific problems. It helps people analyse what's going on with a problem they're having, developing alternative possible solutions and identify actions to try out these solutions.

8. Coaching is about action. Self-exploration, problem-analysis, etc are all set in a context of action – of doing something by setting personal goals and focusing on change actions that will achieve them.

9. Coaching is about energising and inspiring people – helping them tap into their own sources of motivation and energy to recognise ways they deplete or self-defeat themselves and what they can do to change that.



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