



What Is Coaching?

The International Coach Federation defines coaching as “an ongoing partnership that helps clients produce fulfilling results in their personal and professional lives. Through the process of coaching, clients deepen their learning, improve their performance, and enhance their quality of life.” Furthermore, **a coach holds the client’s agenda.**

How Does Coaching Differ from Other Professions?

Like counseling, coaching is client centered and individual. Like consulting, coaching is outcome oriented. However, the coach does not have the answers. The coach does not provide specialty expertise. A coach operates from the presupposition that clients have all the resources they need, including the ability to discover and use resources.

1. A *colleague* is a peer in your profession or field of study.
2. A *consultant* provides specific expertise and solves problems.
3. A *facilitator* sets up a situation for discovery, then assists with the process.
4. A *friend* shares your life with you.
5. A *leader* inspires and moves us to action.
6. A *manager* assures that goals are achieved in the time allotted and with the resources provided.
7. A *mentor* sponsors an individual and offers professional experience and / or privileged information and / or referrals and introductions to helpful individuals.
8. A *teacher* educates by sharing knowledge and theory.
9. A *therapist* helps the client overcome blocks that have held them back in the past.
10. A *trainer* offers instruction to build skills and capabilities.

International Coach Federation Description of Coaching

1. Coaches subscribe to common philosophies and pursue common objectives.
2. Coaching helps individuals and organizations develop more rapidly and produce more satisfying results.
3. Coaching focuses on the goals the client chooses.
4. Coaching is tailored to the individual needs of the client.
5. Coaching is interactive.
6. Coaches, for the most part, elicit strategies and solutions from the client.
7. Coaches provide a fresh perspective.
8. Coaches help their clients to build on the client’s natural strengths.
9. Coaches believe the client is creative and resourceful.
10. Coaches believe the client is responsible for doing the work to achieve the results he or she wants.
11. Coaches look at how all the parts of a client’s life work together.
12. The power of coaching comes from the strength of the bond between the coach and client.