

4 reasons why coaching works

1. Communicating values

Articulating what's important to you reconnects you with your values and the strong emotions associated with them. This is a powerful combination which moves people into action.

2. Accountability

The probability of completing a goal is:

10% if you hear an idea

40% if you decide when you will do it

50% if you plan how you will do it

65% if you commit to someone else you will do it

95% if you have a specific accountability appointment with the person you've committed to

American Society of Training

A developmental coaching relationship should result in high level accountability.

The coach is accountable to the coachee and the organisation.

The coachee is accountable to the coach, the line manager or sponsor and the organisation.

Being interested in, and curious about, the coachee's development, building in follow up meetings, accountability appointments, or, in a 10 minute coach situation, an agreement to "let me know / keep me posted", massively increases the likelihood of completing a goal.

3. Responsibility and Trust

A coaching relationship is based on trust. Coach and coachee trust that each will do what they have committed to. They are responsible for what they agree to and act upon.

4. Mutual respect

Non-judgemental attitudes expressed through respectful communication.



We are equal as human beings.
We both count. We both care.
Let's see what we can work out.