

Business Purpose: To clarify what approaches work best for different needs.

Ready to be coached?



Coaching is developmental so it works best with people who genuinely want to develop. People who:

- are ready for change
- willing to change
- receptive to fresh perspectives
- open to challenge
- prepared to take responsibility
- prepared to devote time
- prepared to commit to action

Coaching is a valuable option for people at any level who, for example, want to:

- achieve their potential
- behave with more emotional intelligence e.g. in their interactions with colleagues, their communication, how they deal with conflict,
- increase their self awareness e.g. the impact they have on others
- develop facets of themselves e.g. resilience, when promoted to more senior roles
- progress as leaders
- be stretched
- balance more extreme aspects of their personality e.g too driven, over-sensitive, perfectionist
- have support through a specific situation e.g. grievance, disciplinary
- prevent burnout
- rediscover their purpose

Preparation

What do I want coaching to achieve? What are my aspirations, goals and (smart) objectives?

How will this benefit the business?

What will success look like? How will I measure success?

How will my line manager support my developmental coaching?

What's right for me? Coaching, Counselling or Therapy

Coaches typically look forward and focus, with their coachees, on a desired goal and how to reach it. Coaches will encourage coachees to look beyond problems, not be distracted by them, or find ways to resolve them so that they continue to make progress. Coaches help to re-inspire coachees, to provide focus, and to support coachees as they address and move beyond difficulties.

Counsellors are more inclined to look backwards and to focus on how their clients found themselves in a given situation or difficulty. They will look at how their clients respond to issues and whether there are typical and repeated patterns of behaviour such as self-neglect, or aggression, or avoidance that stop clients moving through and addressing an issue. For counsellors, a problem can be an end in itself and is certainly a valuable resource to enable a client to move forward. A counsellor will help individuals with their problems in the short term. Longer term, more deeply rooted difficulties may require *therapy*.

Training develops knowledge and skills that are not specific to an individual, i.e. that can be learned through group participation and study. Coaching develops attitude and behaviour. E.g. An individual may require skills training to deliver effective presentations. Coaching would develop the individual from the inside so that s/he had confidence to present well, even if cameras were recording the presentation!

