

*Business Purpose: To clarify the role of coaching in a coaching culture.*

## What is coaching? Some definitions

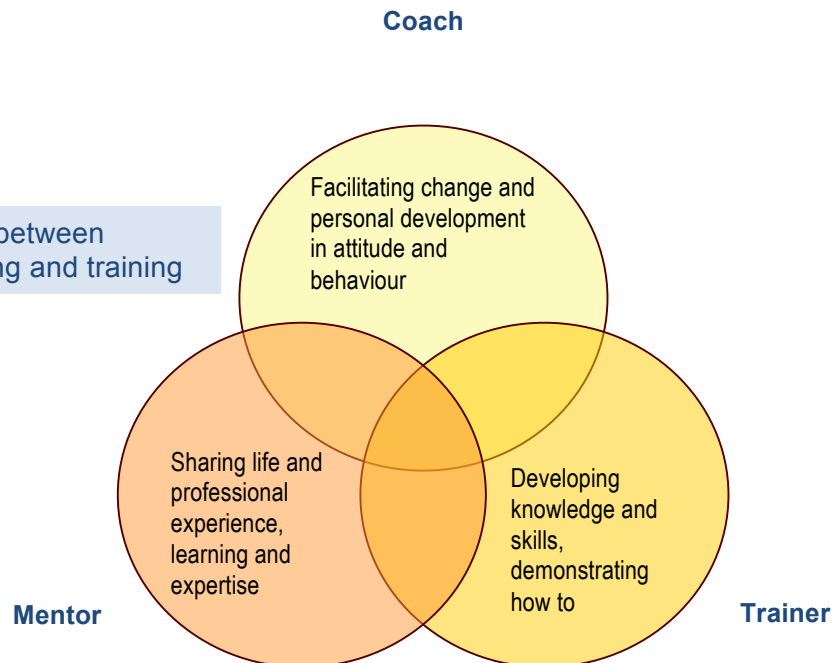
*Evoking the best from people, including yourself.*  
Timothy Gallwey

*Raising awareness and responsibility of the person being coached, i.e. assisting her / him with their progress, productivity and performance.*  
Sir John Whitmore

*Being a catalyst for positive change in a way that is appropriate for individuals.*  
Neale, Spencer-Arnell & Wilson

*Coaching increases performance, learning and enjoyment. It makes the person feel more in touch with his or her own competence to perform, learn and enjoy.*  
Timothy Gallwey

### Some differences between coaching, mentoring and training



### What is a coaching culture?

*Where coaching is the predominant style of managing and working together, and where a commitment to grow the organisation is embedded in a parallel commitment to grow the people in the organisation.*  
David Clutterbuck & David Megginson

*Using coaching techniques in an organisation that supports their use.*  
People Intelligence