

# How coaching works

## a partnership for you



*Every client is creative, resourceful and whole  
(International Coach Federation Code of Ethics 2005)*

### **Listening**

Coaching begins in listening. It means me listening to you without prejudice or judgement or any agenda outside what you truly want. You are the expert in your own life and work, the person closest to your own abilities, hopes and resources, and the person who can find the answers to the questions you face as you seek to bring out the best in yourself and those around you. If the coaching has been requested by your organisation the process of listening may sometimes also mean you listening to people around you, but in everything we seek to identify what is important to you and the areas you yourself want to focus on.

### **Trust**

The listening offered in coaching helps to build a relationship of trust, a relationship in which both sides are real, open and honest. Essential to this trust are the absolute confidentiality and respect I give to everything you share, and nothing you say to me is shared with anyone else without your permission.

### **Authenticity**

Trust allows authenticity. You can be fully yourself, neither pretending to be someone else nor having to confine yourself to a limited view of who you are and what you can do.

### **Partnership**

Together we build a partnership, a partnership dedicated to you and what you want to achieve. I ask questions, offer insights and challenges, but it is you who set the agenda and choose the route you want to take. You may include insights from other people but it is for you to decide your focus and your direction. You have or can find all the resources you need. I hold your vision and go with you. I am not there to advise you, teach you or fix you – rather you and I work together to help you achieve your goals.

### **Forward Focus**

The focus is on the positive and how you can move forward. You can learn from past patterns and it may sometimes be very useful to look at past experience and learn from this, but coaching is not concerned with analysing the past so much as understanding the present and transforming the future, beginning now. It is about what happens next and how you do this.

### **Insight**

As coaching progresses you gain more and more insight into yourself, your true goals and how you can achieve these. I may add insights and intuitions of my own. You open up new perspectives and possibilities and begin to experiment and play with these outside coaching sessions.

### **Creativity**

This is a creative process. You and I shape a unique space in which you can gain clarity, take ownership and make decisions, play with insights and shape new actions. Coaching enables you to unlock your own resources and create your own way forward to what you want.

### **Change**

All this opens up positive and meaningful change, change that is real, dynamic and sustainable. This could be a new way of working, a new way of relating and leading or a new way of living. It's up to you.