

Coach
SCHOOL

Module 1

Introduction to Coaching

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Learning Outcomes

Upon completion of this module you will be able to:

- 1.1 Identify what life coaching is.
- 1.2 Describe 2 major differences of a life coach with a consultant, therapist, counselor, and mentor.
- 1.3 Understand the historic roots of coaching and discuss their application in today's world.

- 2.1 Identify what values are, including the effect they have in the coaching relationship.
- 2.2 State your vision for the future and purpose statement.

Part 1.1

What is Coaching?

“The most visible joy can only reveal itself to us when we’ve transformed it within.” Rainer Maria Rilke

Life coaching is a profession and a process of working with people in order to bring balance, realize one’s power and help people achieve their maximum potential. It is like having a personal trainer for every aspect of your life. Life coaching is not something new. It is a combination of skills and innovations that concentrates on the person’s whole life rather than just one area of it.

Life coaching is a relationship made up of a client and a coach, both committed to the client’s agenda. The client will seek out coaching because they are dissatisfied in a certain area or areas of their life. The coach partners with the client to achieve the client’s ideal outcome.

The coaching process seeks to help the client identify his or her aspirations, values, and in a respect their personal sense of destiny. From this starting point the client will be able to define measurable goals and steps that will lead them ahead to a more fulfilled life.

During the process of coaching the coach remains focused on the meta-view (larger picture) as well on the present picture. When coaching is effectively conducted it can be a very powerful tool in opening up awareness, creating new learning, or speeding up the pace in which a client reaches their ideal outcome. Coaching is holistic, it may cover the client’s relationship needs, emotional needs, spiritual needs, financial needs, recreational needs, and career or business needs.

Coaching is also highly sought after in the workplace as it can increase productivity, reduce staff turnover, and improve relationship skills. Coaching is a highly powerful tool in helping individuals move forward for life and business when conducted by a qualified and professional coach.

Life Coaching uses a series of techniques and strategies that help a person:

- Clarify what they want
- Set and achieve goals
- Monitor progress on their journey
- Have measure and accountability
- Stay focused and challenged
- Continually reassess and re-examine their ideas, plans and strategies
- Identify their values
- Organize their lives.

Life coaches assist people to discover what they want in life and unlock their own brilliance to achieve it. Life coaching is about people generating their own answers, not looking outside of themselves for solutions. The process is not about teaching what you already know or about clients acting as students. Instead life coaching is empowering people to invent something new – to think something they’ve never thought before and to say something they’ve never said before. (Ellis, 1998, p.1,p.3)

Coaching is an ongoing relationship, which focuses on clients taking action toward the realization of their visions, goals, or desires. Coaching uses a process of inquiry and personal discovery to build the client's level of awareness and responsibility and provides the client with structure, support, and feedback. The coaching process helps clients both define and achieve professional and personal goals faster and with more ease than would be possible otherwise¹.

What is Wellness Coaching?

Wellness Coaching takes a holistic approach at the client's physical, mental, emotional and spiritual health. Wellness implies more than just physical health; it entails living a happy, wholesome and successful life. Wellness coaching helps clients take responsibility for their health, inside and out. It can also be used in establishing preventative measures in one's health and life.

The Five Fundamentals of Coaching

1. Suspend Judgement

In order to suspend one's judgment, one needs to have the attitude of 'I will coach my client as they are now, where they are now without my judgment clouding their uniqueness or current situation'. For whatever reason, if one feels that it is not possible to suspend one's judgments, one should recommend the client to see another coach.

2. Future versus Past

Coaching is future oriented but we also must be grounded in the present. If a client seems to be stuck in the past, perhaps it is better to advise him/her to see a therapist (more past oriented). A 'coaching type of client' is interested in working with the coach on what they want to create in their own life for the future right now.

3. Solutions Focused versus Problem Based

To enable a client to move forward effectively the coach must facilitate solutions. Problems and failures should not be dwelt upon but learnt from. It is the coach's responsibility to ensure that the coaching focuses on what the clients wants and the solutions that are needed to overcome their problems.

4. Action Orientated

It is easy to say 'I would like to work out to feel better physically', however we all know that it is not enough to make that statement: it requires taking - action! The same goes for coaching sessions: to simply map out goals, but to take no action toward them is just as unlikely to bring about results as us thinking we will get toned muscles just by saying we want them - without working out. It's important to remember that the client can come to the coaching, but if they don't act upon the commitments that are made in the coaching then they will not get results.

¹ International Coach Federation, www.coachfederation.org

5. Celebration Focused

After every achieved effort that is meaningful to us as individuals we must take the time to celebrate it. By celebrating we are associating positive feelings of happiness and joy to reaching our goals. In the future when we want to achieve other goals we automatically conjure up those past positive feelings of happiness and joy and we are more likely to follow through with future goals.

What Coaching is and is not

Coaching is a process of unlocking a person's potential to maximize their own performance. Gallwey, cited in Whitmore (1996)

What really is coaching?

Coaching is:

- Clarifying what a client wants from life
- Setting and implementing goals
- Uncovering values
- Monitoring progress
- Providing an environment for positive change
- Providing accountability
- Motivating a client
- Correcting non-achievement
- Identifying plans and action steps for change
- Staying focused with clarity on a client's vision

What coaching is not.

Coaching is not:

- Providing counseling with past issues
- Mentoring and telling a client what to do
- Discussing issues a client is hesitant to explore
- A social conversation
- Fixed to the coach's agenda

Part 1.2

Counseling and Coaching

It is important to understand the distinction between counseling and coaching. The following information has been adapted from Zeus and Skiffingtons' similarities and differences chart.

Power Differential

Counselors are less disclosing of themselves and keep personal and professional boundaries. Therapist is expert: client as patient.

Coaches can disclose more of themselves given some measure of parallel life experiences. Coaches as co-creator, a partnership of equals.

Value Clarification and Investigation

Counselors rarely give advice and offer strategies for present living.

Coaches make suggestions, advise, make request and confront the individual as to their actions and value base.

Focus of Relationship

Counselors Focus: Medical/ clinical model diagnosable illness dysfunction, paradigm of pathology.
Coaches Focus: Educational developmental model. Life transitions, goals, paradigm of possibility.

Process

Counselors tend to focus on the resolution of old pain, trauma and old issues and process transformation based on historical data.

Coaches do not explore in depth old issues but are more inclined to reflect proactive behaviours and move the person forward out of their feelings and into action.

Area of expertise

Counselors tend to deal with dysfunction, either vague or specific.

Coaches move a functional person on to greater success and refer clients on to counselors for clinical issues.

Actions and Feelings

Counselors tend to focus on past-related feelings.

Coaches set goals and forward action in response to feelings.

Strengths and Weakness

Counselors explore resistance and negative cognitions and issues of transference.

Coaches attempt to rephrase issues into goals and action.

Adult Development

Counseling is all about profess, process and feeling their inner world.

Coaching is all about performance and growth. Orientation is outcome, action, inner to outer worlds.

Style

Counselors Style: Forward the work through healing, re-parenting, emotions and cathartic moments of discovery and healing.

Coaches Style: Forwards the work through action, talents, strengths, behaviours and insight into action.

Part 1.3

Life Coaching's History

Traditionally life coaching was focused on a specific area of a person's life, that meant the coach would specialise in one area and would normally come from within the clients profession. Sports coaches usually had a long history in sporting to be able to help their client become more successful in their sporting career. The coach would have expertise and skills in the client's area of concern and the coach would pass this knowledge on.

During the 1960's sports coaches adapted techniques used in training and development which they passed on to their clients.

In the 1980's Business consultants were introduced to help businesses that were in decline. A business consultant was retained on a temporary basis. Their function was to establish the facts, prepare report and design strategies to assist the businesses from declining.

Psychological theorist in the early part of the twentieth century set the framework for life coaches in dealing with people "whole and healthy person" as the main view of the client. This is where the shift began from seeing a client as ill to healthy and whole.

Today, life coaches spread through an entire array of areas. Life coaches do not need any expertise in the area of the client. They are however required to have the skills and strategies to assist the client in reaching their goals.

The International Coaching Federation (The International Ethical Body for the coaching profession) was founded in 1992. It was properly recognised in 1996 when it had its first convention.

The key methods of coaching today can be greatly appreciated by Milton Erickson (the father of American hypnosis). Erickson often achieved miraculous results from just a few sessions. Jay Haley (1986) said 'uncommon therapy' best described Erickson's approach. From Erickson's approach Bandler and Grindler (1975) developed Neuro-Linguistic programming (NLP) which has its roots in much of Erickson's work. More recently psychological approaches have stemmed from other therapies such as Cognitive Behavioral Therapy, Rational Emotive Behavioural Therapy and Solutions Focused Therapy.

Life Coaching has predominantly stemmed from three fields:

- 1) Consulting and Organizational Development
- 2) Counseling and Psychology
- 3) Personal Development Training (Anthony Robbins, Landmark Forum, EST Lifespring)

Life Coaching still holds traits gathered from those professions but is now coming into its own, taking its own form and shape. There have been several best-selling books about life coaching; best-selling authors include Laura Berman Fortgang (1998) and Cheryl Richardson (1998, 2000). Both professionals have taken the coaching field to the next level by appearing in the media, including appearing on Oprah.

Life coaching is now worldwide; it will soon reach critical mass where it will be commonplace for most people to have a coach or know someone that receives coaching. Life coaching has come a long way and there is no sign of it slowing down. As it takes on its shape, it is influenced by cultural and economic factors. The importance of being able to adapt and provide leading edge services as a coach is crucial, to stay ahead and remain successful in the field of coaching.

Part 1.4

Understanding the Market for Coaches

“Go confidently in the direction of your dream. Live the life you’ve imagined.”
Henry David Thoreau

Coaching is emerging in life, business and spreading into different niches. Coaching is strongest at the moment in the United States followed closely by the United Kingdom, Japan, Canada, Singapore, Australia and New Zealand. Coaching is a global phenomenon.

There is now a multitude of methods in which coaching can take place these include:

- Telephone coaching
- Email coaching
- One-on-one coaching
- Small group coaching
- Virtual coaching

A coach can decide to structure their practice anyway they choose. As coaching and technology evolves, so will the methods for how coaches conduct their business. It is important to stay at the leading edge of your profession so you can tailor your business to serve our clients in a method that responds best with them.

There are a variety of specific niches presently available to coaches at the moment, these include:

- Business coaching
- CEO coaching
- Career coaching
- Personal development coaching
- Family coaching
- Wellness coaching
- Wealth coaching
- Spiritual coaching

In the beginning of your coaching practice don't be afraid to coach a variety of people from several different niches. For beginner coaches that do not know their niche it is best to keep open to all clients that are currently presented. As you grow in your practice and as a coach you can then use your experiences and resources to discover your niche and a strategy to reach and serve your desired niche.

If you are already prepared to have a niche because you know the market you will work best with then by all means start and stay within that niche.

By having a niche you carve out a part of the market share as your own and claim that as your area of specialty. By having this area of specialty you can work toward being the best in that area.

To expand your horizons here is a list of possible niches:

| | |
|------------------------|----------------------|
| Creativity coach | Beauty coach |
| Writer's coach | Humor coach |
| Actor's coach | Garden coach |
| Birth coach | Cyclist coach |
| Weight loss coach | Transition coach |
| Retirement coach | Dating coach |
| Energy coach | Cancer coach |
| Speaker coach | Personal image coach |
| Teenage coach | Emotional coach |
| Child coach | Simplicity coach |
| Web coach | Authenticity coach |
| Time management coach | Idea coach |
| Sales coach | Management coach |
| Discovery coach | Gay/Lesbian coach |
| Sex coach | Money coach |
| Relaxation coach | Student coach |
| Transitional coach | Empty nest coach |
| Home improvement coach | Outsourcing coach |

Part 1.5

Values and Influence

Values are beliefs that are a part of our behaviour. Values are learned and developed over time by those significant people in our lives. Values develop from the interaction with our circumstances, situations and exploration of the world. This is a progressive journey as we respond to life. While significant people may help shape our values we will always have the opportunity to question our values and make choices in adopting the values we feel most fulfill us for living.

Values are intangible, they are not something that we have or do, they are who we are. By looking at what someone wears, how they walk, talk and behave all tells us something about what they value and who they are. Values clarification is important as it helps strengthen the inner integrity of a client and bring about greater clarity and harmony in their life.

You may want to ask clients what they value in their life and where that value shows up through their actions. If you find that they say they value something but find little evidence for where the value is showing up in their lives then you may want to ask them to rate on a scale of one to ten how important the value is. It is good to weave out what clients think they should value to uncover what they really value. This also clears away any conflict that they may have internally and will also help them grow in the direction that is most truthful for them.

It is when we act and live with this kind of integrity that life takes on a blessed flow, where the entire universe conspires to help us live our desired destiny.

When questions are asked like, “What is life about?” “Where do I fit in?” “How can I find meaning?” These and similar other questions seek answers about our values.

Shape

We all have had someone shape our life, whether this is a teacher, mother, father, friend or co-worker. These people have touched and possibly shaped our life on a major scale. These significant people have influenced largely our values, goals, thoughts, beliefs and vision for the future.

The process of clarifying our values can illuminate a discrepancy in our lives between what we say we value and how we are actually behaving. The value-clarification process demands that a person relate to himself or herself, to others, to society, to the environment, by whether and how the person unifies his thoughts, feelings and actions is his own decision.

Value clarification can be useful with:

- Personal growth.
- The development of one’s identity.
- Staff development.
- Personal goal setting within an Organization.
- Guidance to help integrate thoughts, feelings and actions.
- Education to stimulate an active search for relevance.
- Team building and conflict resolution.
- To help uncover spiritual direction

To explore our values we become more thoroughly aware of who we are and allow ourselves to live more in harmony with our true nature. Values clarification can also help us make future direction for our life, as well as obtain goals that have a deeper commitment to us.

A value is something freely chosen from alternatives after thoughtful consideration of the consequences of each alternative. It is acted upon repeatedly so as to become a pattern of life. It is found to give direction and meaning to life in such a way that it enhances the growth of the total person and the process of valuing. Values are such motivating factors in our lives, so much so that people through history have been willing to die for them. We need to make our values explicit to ourselves so that we can be in control and make the appropriate decisions for our lives.

Influence

It is important for life coaches to hold positive regards for others. This is an issue of the heart and it is critical for us to be able to bring out the best in our clients and in their wider world. Positive regards and respect for our clients ensures that they are held with respect and high esteem. Let's hold these values for the client that we will work with.

- People are inherently good and they want to contribute.
- People are doing the best they can with what they know.
- People make mistakes but most do not set out to make mistakes on purpose.
- Mistakes can be framed positively as learning opportunities.
- Most people's limiting beliefs about their capacities keep them from accomplishing more than they do.
- People support the changes and commitments that they create, not the ones forced upon them.
- Unnecessary control is resented; people prefer to be led rather than managed
- Coaches can build strong and trusting relationships by being open and honest in owning and disclosing their thoughts and feelings when appropriate.
- People's feelings must not be ignored. Taking a holistic approach with people allows us to see the whole person.
- People appreciate clear honest feedback delivered in a straightforward manner.
- People do want to improve.

Part 1.6

Vision for the Future

Once we have determined our values we are then able to use them as a springboard to creating our personal vision for living. If we have not clarified our values we will have no foundation as to how to set goals.

To create change in your life the first thing you need to do is dream, to have a vision. A vision is a desire for how we want our life to be.

We need to be able to imagine a future for ourselves. A vision is a motivating force that causes our will to focus on the future. Being able to imagine and plan our ideal future is what makes us human.

Although we may not be able to pre-determine our exact future we can create the picture in which the future may be built upon. We have the chance to design our future and what we want to materialize in our life. I invite you to take advantage of this opportunity by designing your own vision for the future.

Worksheets

Vision Board

Using an A3 piece of paper write the date 7 years from today. Take some time to find some pictures of images or words that you would like to represent your life 7 years from today.

We will take a holistic approach to this vision so be sure to include something that includes all aspects of your life. If you are artistically inclined you may want to draw some pictures.

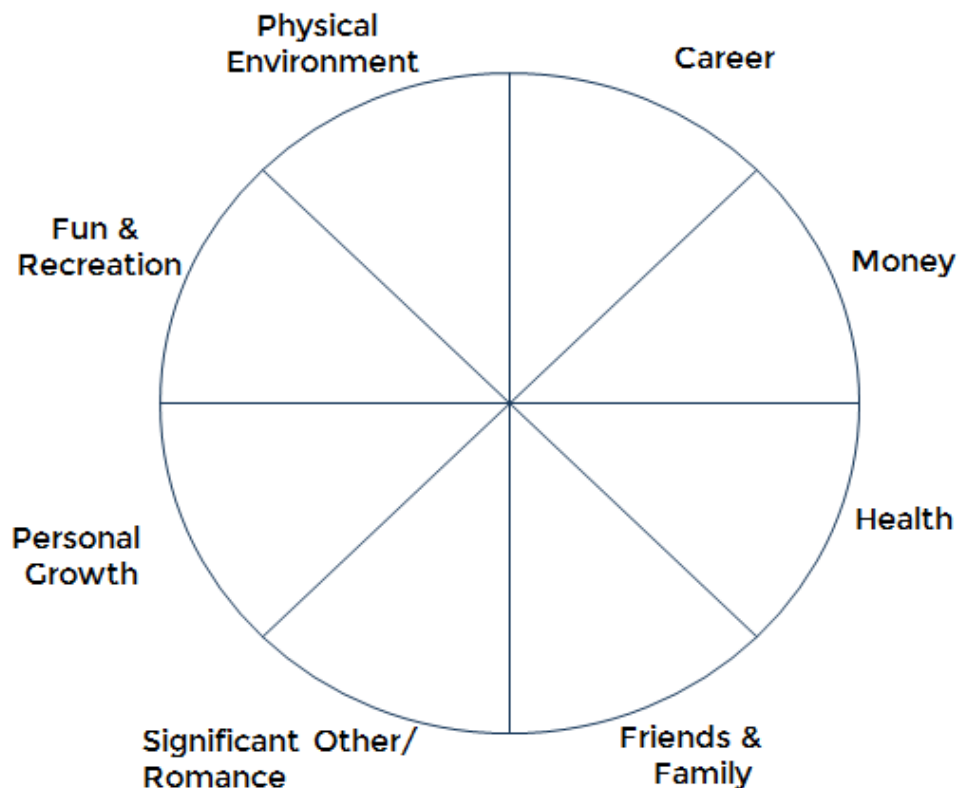
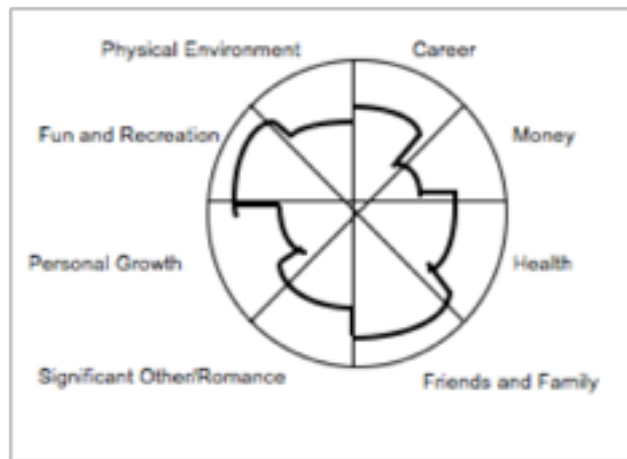
However you choose to do this, make sure it is significant and means something at a heart level to you.

Alternatively, feel free to construct this on your computer with images you have found. Be sure to include words, feelings and images. State any words in present moment e.g 'I am well', 'Money flows effortlessly', etc.

Wheel of Life

Directions: The 8 sections in the Wheel of Life represent balance. Regarding the centre of the wheel as 0 and the outer edge as 10, rank your level of satisfaction with each life area by drawing a straight or curved line to create a new outer edge (see example below). The new perimeter of the circle represents the Wheel of Life. How bumpy would the ride be if this were a real wheel?

Example:



Wheel of Life Exercise

Pick three areas from your Wheel of Life that you would like to make changes in.

Area One.

Step One: What is the issue in this area?

Step Two: What is missing in this area?

Step Three: What would you like to change?

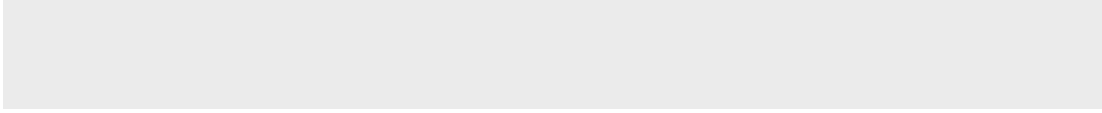
Step Four: What is preventing this from happening?

Step Five: What is your goal in this area?

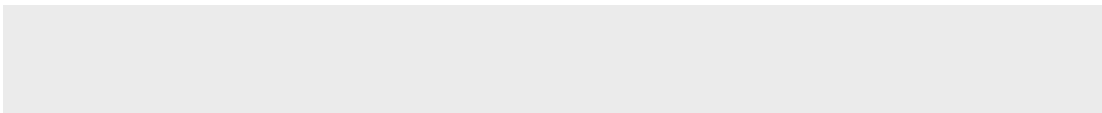
(Try turning your answer from step two into a positive statement.)

Area Two.

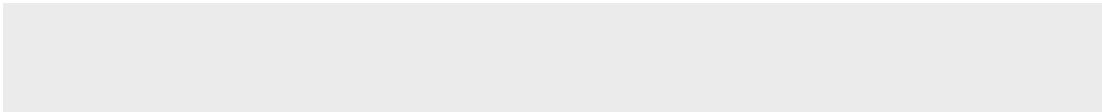
Step One: What is the issue in this area?



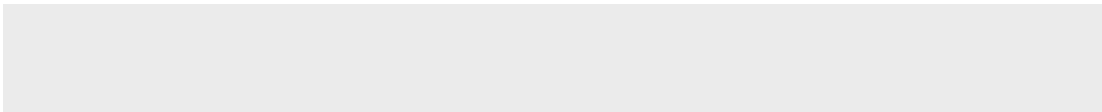
Step Two: What is missing in this area?



Step Three: What would you like to change?

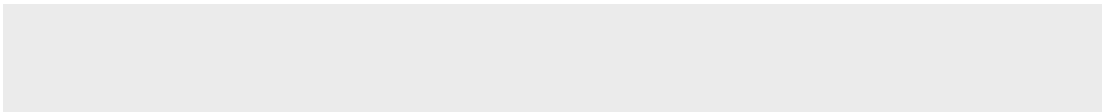


Step Four: What is preventing this from happening?



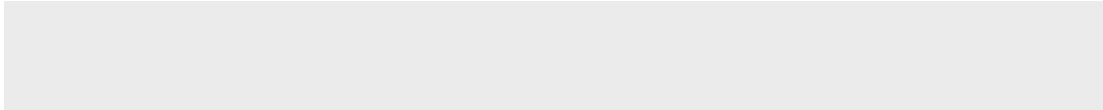
Step Five: What is your goal in this area?

(Try turning your answer from step two into a positive statement.)

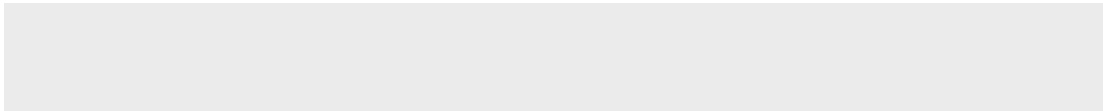


Area Three.

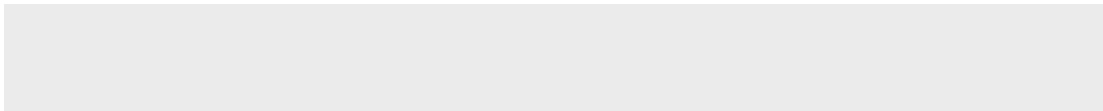
Step One: What is the issue in this area?



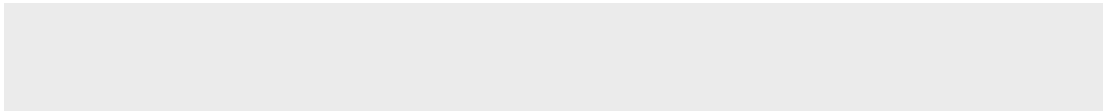
Step Two: What is missing in this area?



Step Three: What would you like to change?

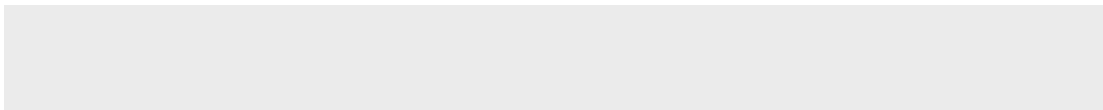


Step Four: What is preventing this from happening?



Step Five: What is your goal in this area?

(Try turning your answer from step two into a positive statement.)

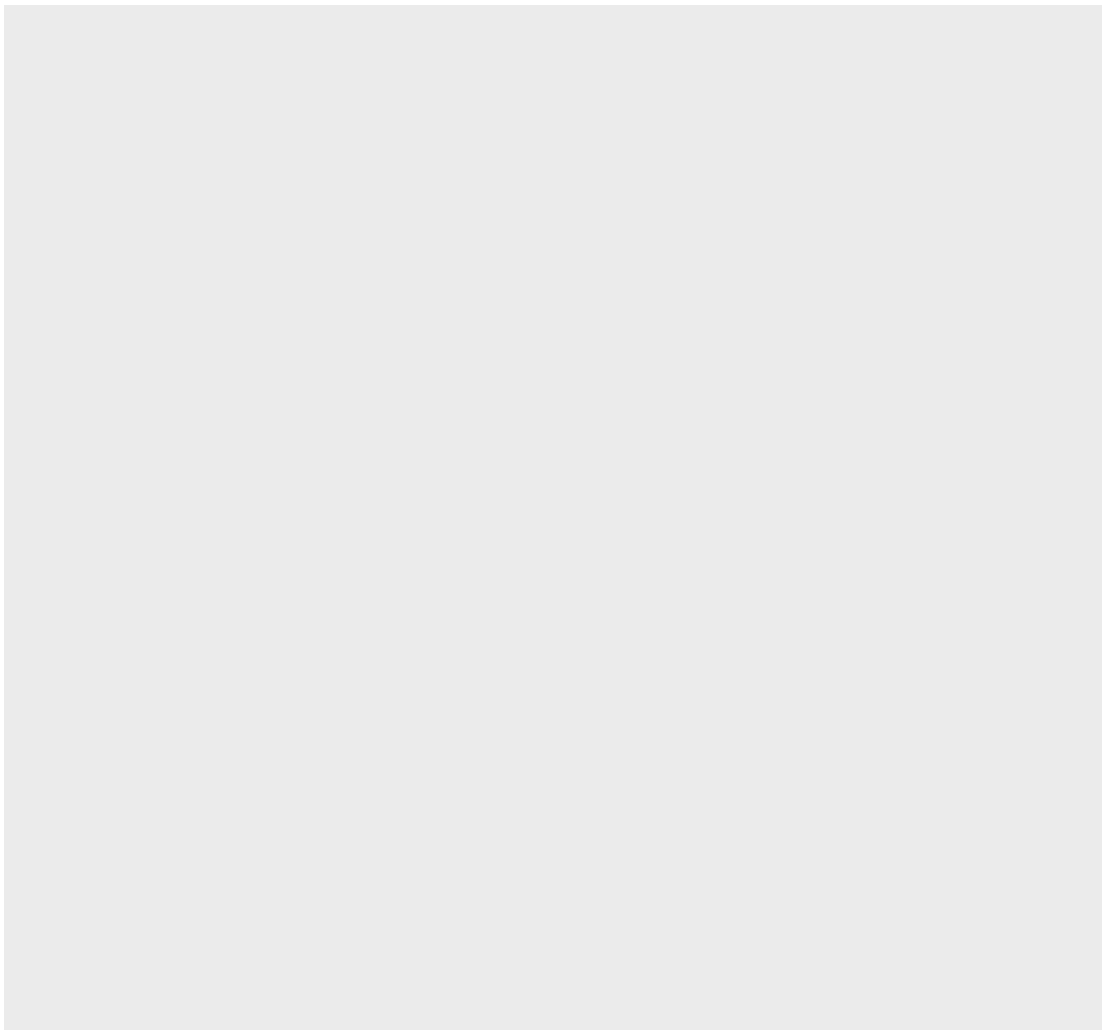


Future Letter

1. Write a letter to yourself from your future self. By writing a letter from your future self, you can help yourself to tap into the issues and achievements that are important to you. It can help you to work out what your values are and where you want to be.

Writing a letter from your future self will help you intentionally create the vision you desire. Choose a date some months or even years ahead, an anniversary, or a birthday or even a special day such as Christmas day. Imagine you are reflecting on how things have turned out, write yourself a letter telling yourself about the progress of your life. Try to imagine how your life would feel if you were successful and fulfilled.

Use the space below to write your letter:



Uncover your Life Purpose

Another powerful exercise to help your vision flourish is to uncover your life purpose and centre your vision on this. Our life purpose is like our compass in which we can direct and guide our life in. Use the exercise below to discover your life purpose:

What are some unique skills that people complement you on?

What do you naturally enjoy doing daily?

What activities come easily and effortlessly to you?

If you had all the money in the world what would you be doing? This doesn't mean what would you do with the money, it means what would you be doing with your time?

In what way can you see yourself passionately and authentically serving others to make the world a better world? What does this world look like?
What does it feel like?

What do you think your special skills, abilities, talents that can contribute to your vision?

Combine your skills, abilities, and talents with how they can best serve others in creating a better world.

Spend thirty minutes reflecting on the answers to the questions that you have given. Close your eyes, put your hand on your heart and breathe. Open your eyes and in one sentence, write your life purpose statement.

My life purpose is...

(PLACE YOUR UNIQUE SKILLS, ABILITIES, ATTRIBUTES, HERE)

(PLACE WHAT YOU ARE USING THESE SKILLS FOR HERE)

(PLACE THE RESULT OF USING THE SKILLS FOR THE PURPOSE HERE).

Example:

My life purpose is to creatively, compassionately and enthusiastically collaborate and teach others to develop and strengthen their personal potential in a loving and peaceful manner.

Why live on purpose?

To live on purpose means that everything you do reflects back to the your unique purpose. By aligning yourself to what is true for you, you can focus on what matters most and live a fulfilling and abundant life for you.

Awakening to your Calling

1. My definition of life coaching is:

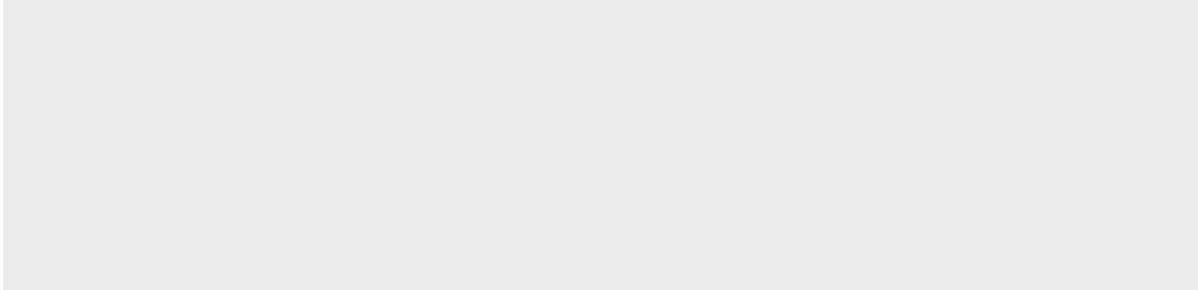
2. Take a moment now to think about your own life. Imagine you were looking at employing a life coach what would your hopes and expectations of the life coach be?

3. Think about the different aspects of your life. Write down a list of 3 areas that you feel could be improved or changed. Then write down how you would like to see these changed.

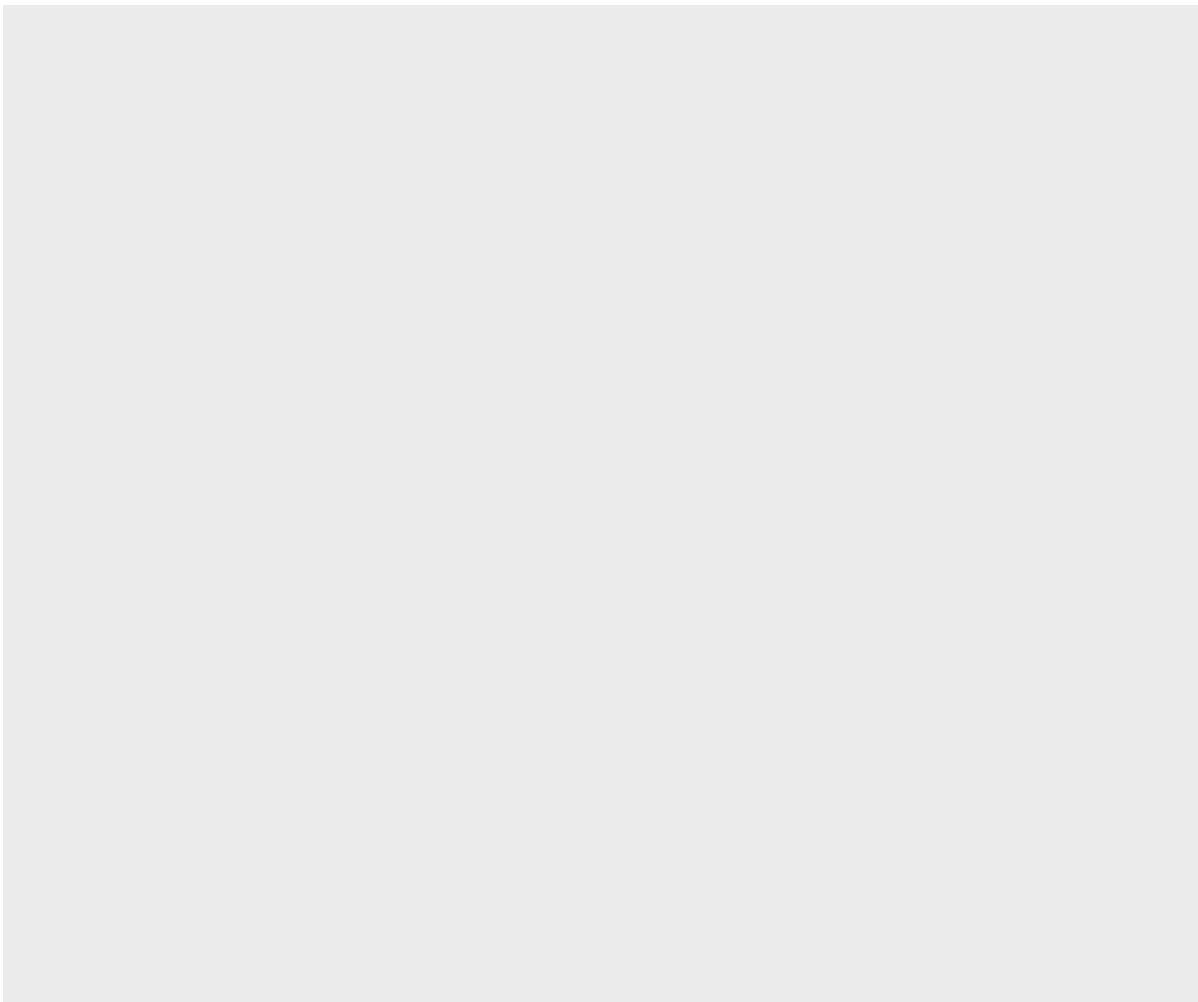
4. Think about the different aspects of your life where you feel most fulfilled. Write how you achieved fulfillment in these areas.

Values Stimulation

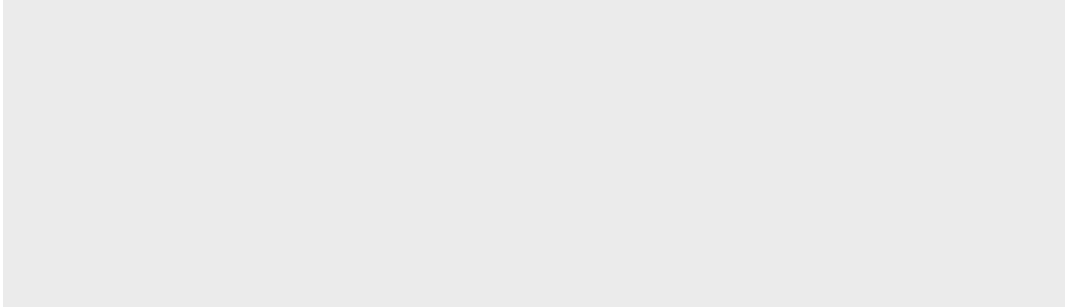
1. Identify 4 people that have shaped your life in a significant way and how they did this:



2. Please describe in your own words what values are and how they developed in our personal lives.



3. Think back to two past decisions or choices you have made, how did your values show up?
(Or not show up?)



4. As a coach it is important for us to know what we value. Below is an exercise that will help you better understand what you feel is important to you.

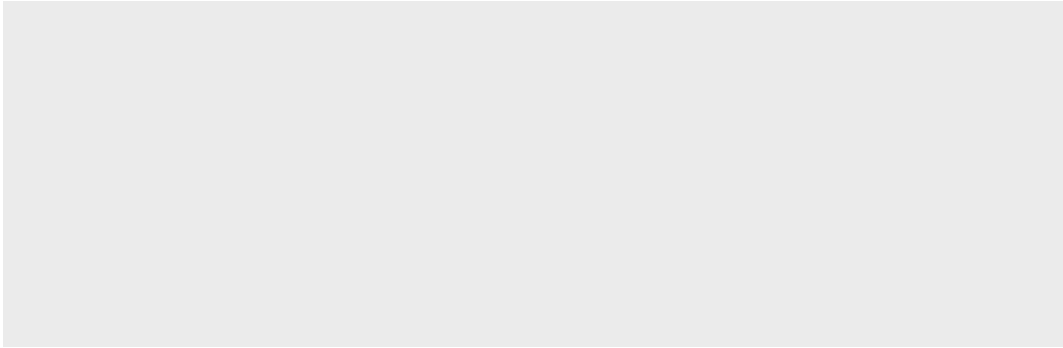
Look at the list below and highlight 6 values that are most important to you. If your values are not on the list, please add them and highlight them. Using these 6 words, construct one or two sentences on how you live your life in accordance with your values. Explain why these values are important to you.

| | |
|---------------|--------------|
| Risk Taking | Zest |
| Collaboration | Independence |
| Faith | Appreciation |
| Purity | Peace |
| Fun | Empowerment |
| Expression | Romance |
| Laughter | Love |
| Service | Harmony |
| Acceptance | Lightness |
| Participation | Growth |
| Status | Success |
| Beauty | Happiness |
| Compassion | Education |
| Humanity | Spirituality |
| Tranquility | Nourishment |
| Integrity | |

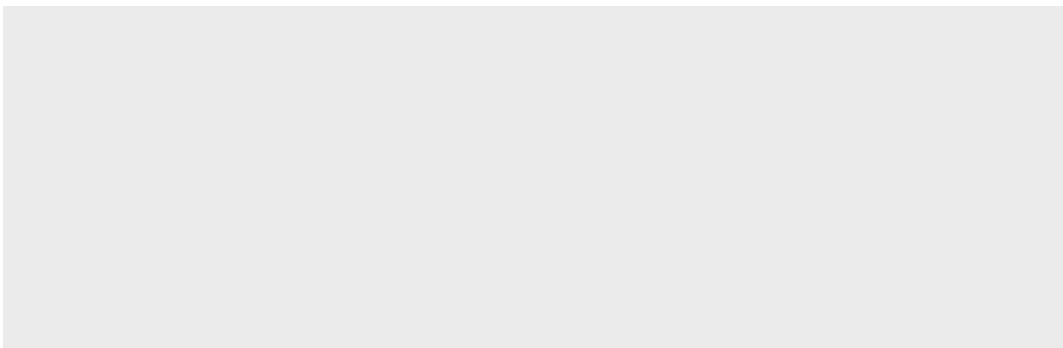
5. Using the above information, which area would you consider to be of your highest value, explain why?

6. How do your values show up in your life?

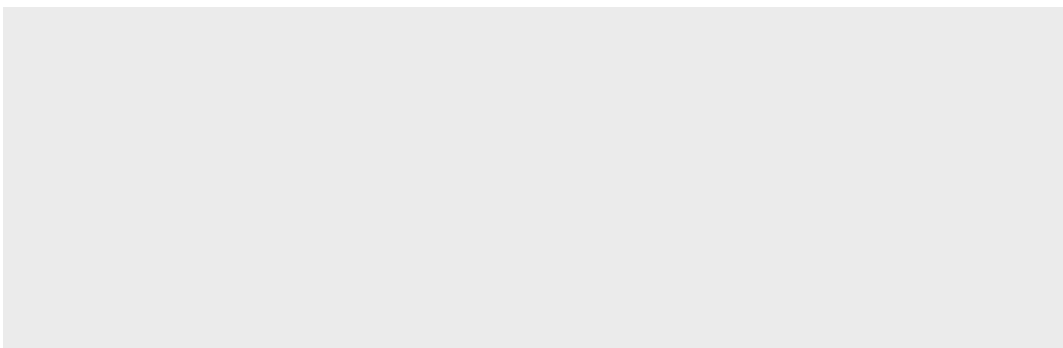
Example, if you value education, it is likely you will be engaged in study regularly?



7. Take a moment to reflect on the exercises that you have just completed.



8. Please list any discoveries you have had about yourself, after completing the exercise.



Notes

