

## The Art and Practice of Coaching

The coach works with each client to equip him or her with the tools, knowledge and opportunities to become more effective as a leader and as a person. Coaches view themselves as catalysts – get the ball rolling and then let the client take over. Coaches guide their clients to discover their passions, find best opportunities and harmonize with the other members of their team.

There are six major principles of coaching:

### **Principle #1: The coach leads clients to resolve their own problems.**

Coaching is not about fixing problems; it is about equipping clients with the right tools and methods to resolve their own problems. Coaching is about arming clients as crusaders, teaching them how to move forward on their own.



### **Principle #2: The coach asks the right questions and challenges in appropriate places.**

Advice giving harms the client as it implies that the coach knows best and the client does not. Advice giving can also lead to unhelpful dependency. The coach's role is to ask those penetrating questions that require the client to think deeply about the topic and build their own resourcefulness.

### **Principle #3: The coach guides people to take over their own development.**

The coach equips people to learn and take over their own growth. Coaches need to foster an environment that supports intelligent risk-taking and opens doors to fresh experiences that can be accessed without the help of a coach.

### **Principle #4: The coaching client always sets the agenda.**

The relationship between the coach and the client is always one of equals and built on total respect. Where there is no mutual respect, there cannot be a coaching relationship. There is no set agenda with coaching; it is always the client's agenda. No agenda, no coaching, period.

### **Principle #5: Coaching needs to address the whole person.**

Past experiences in your client's lives are relevant as broken work relationships often mirror broken personal relationships. Coaching is NOT psychology, but it does require learning about life issues, as they often are relevant to work issues.



**Principle #6: Coaching is about action and change.** Clients come to coaching because they want something to change and to shorten the distance between potential and performance. The role of the coach is to move action forward. If clients come to coaching not wanting to change, then the coaching may have to stop or referred to someone else. There is an old saying: “The coach cannot work harder than the client.”

