

COACHING

Where Does Coaching Originate?

The word ‘coaching’ originally comes from the world of sport. As it is today, Coaching can be traced back to a book published by Tim Gallwey called, “The Inner Game of Tennis” (1974). Gallwey applied ideas from sports coaching in a much wider way so they became universally relevant. His focus was on what he calls the inner game: this is the game that takes place in the mind of the player – lapses in concentration, nervousness, self-doubt – and how that gets in the way of the outer game, the performance.

Although coaching is now applicable to other areas of life, it still carries the imprint of its sports beginnings – the emphasis in coaching being on action, accomplishment, excellence, being the best, and the importance of measurable results.

“Coaching for Performance” by John Whitmore was one of the first books devoted to the practice of professional coaching. In it he describes the essence of coaching: “Coaching is unlocking the person’s potential to maximize their own performance. It is helping them to learn rather than teaching them”.

What is Coaching About?

Do you believe you have reached your potential?
What more/else do you want out of your life?
What are your hopes and dreams?
What is possible for you?

Imagine a way of exploring these questions with someone to help you become the person you always wanted to be and/or create the life you always wanted. That is coaching.

Coaching is a process whereby a coach helps you perform a new task, improve your performance in your chosen profession, develop a new skill or solve a problem. In more general terms people also look to coaching to help them find direction and balance in their lives.

Coaching is about change and making changes. Every change in our life starts as a dream. Coaching is about bringing your dreams into reality. Coaching engages the imagination and at the same time is immensely practical in the real world. It deals with goals and achievements.

Coaching is about taking charge of your life – that means having your own purpose and setting your own goals.

Coaching answers the basic question: **How Can I Get Even Better?**

Good Coaching focuses on **Three Main Areas**:

- ◆ **Goals** – what you want and how to achieve it
- ◆ **Values** – knowing what is important to you and aligning your values with your goals
- ◆ **Beliefs** – uncovering and challenging limiting beliefs

Michelangelo once said that the task of a sculptor is to reveal the statue that is hidden within the stone. To do so he must remove the fragments of stone concealing what is within and so reveal its true essence. That is what Coaching seeks to do.

Some Myths about Coaching:

MYTH 1: COACHING IS FOR PEOPLE WHO ARE UNSUCCESSFUL AND/OR DOING POORLY

RESPONSE: A more accurate description of coaching is that it is for people who are good at what they do and who want to increase their performance and tackle new challenges. People come for coaching for many different reasons, but there is always a dissonance between their dreams and their current reality.

MYTH 2: COACHING IS A FORM OF COUNSELLING

RESPONSE: Coaching is different than counselling. Counselling focuses on managing and/or reducing emotional problems, such as helping decrease depression, anxiety or significant marital discord. This is not what would be discussed in coaching. Coaching is a collaborative conversation between equals that helps the client identify practical steps to move forward on important goals. Executive coaching conversations, for example, are usually focused on career and organizational performance.

What Does a Coach Do?

- ◆ **Helps you to keep on track**
- ◆ **Helps you create more choice**
- ◆ **Helps you make decisions**
- ◆ **Helps you persist in the change you are wanting**

A Coach works with two parallel journeys in the action plan. One is the **outward journey**: a series of actions that the person will take that change something in their environment. The other is a parallel, invisible journey: the **inner journey** – the world of feelings, learning, self-awareness and self-development. The coach works with both at once.

Some Types of Coaching:

- ◆ Life – Coaching
- ◆ Business Coaching
- ◆ Career Coaching
- ◆ Executive Coaching
- ◆ Health Coaching
- ◆ Sport Coaching
- ◆ Relationship Coaching
 - Singles
 - Couples
 - Families
 - Teens
 - Parents
- ◆ Financial Coaching
- ◆ Coaching for Creativity

In Summary:

The International Coaching Federation defines coaching as:

“Professional Coaching is an ongoing relationship that helps people produce extraordinary results in their lives, careers, businesses or organisations.”

“Through the process of coaching, clients deepen their learning, improve their performance, and enhance their quality of life.”

“In each meeting, the client chooses the focus of the conversation, while the coach listens and contributes observations and questions. This interaction creates clarity and moves the client into action. Coaching accelerates the client’s progress by providing greater focus and awareness of choice. Coaching concentrates on where client’s are now and what they are willing to do to get where they want to be in the future, recognising that results are a matter of the client’s intentions, choices and actions, supported by the coach’s efforts and application of the coaching process.”