



Coaching 101

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What is
Professional Coaching?

+ Defining Coaching



- Partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential
- Client-driven
- Client assumed to be naturally creative, resourceful and whole. We coach these parts of the client
- Focuses on setting goals, creating outcomes, managing transitions and personal change
- Coaching as future oriented –what would you like to be different, what in your current situation do you want to create more of ?

+ The Coach's Role

- Discover, clarify and align with what the client wants to achieve
- Encourage client self-discovery
- Generate inquiries for the client
- Support the client to take actions and reflect on outcomes with the client
- Encourage the client to find learning in action
- Elicit client-generated solutions and strategies
- Hold the client responsible and accountable for what they commit to do
- Point to patterns of behaviors and interpretations



+ What Coaching Isn't



- Therapy
- Mentoring
- Training
- Problem-solving for the client
- The coach doing the heavy lifting for the client
- A 100% cheer-leader - while there is encouragement, support and occasional cheer leading the relationship should be one that helps the client generate action, develop self-awareness and insight



The Decision to Partner
with a Coach

Typical Reasons for hiring a coach



- Get into action
- Stop repeating behaviors, including inaction
- Develop focus
- Improve satisfaction with life/work
- Take a leap into a new venture
- Negotiate periods of transition
- Optimize individual/team work performance (42%)
- Expand career opportunities (33%)
- Increase self-esteem/self-confidence (31%)
- Improve business management (29%)
- Manage work/life balance (27%)

■ *Source: 2014 ICF Global Consumer Awareness Study*

+ Types of Coaching



- Numerous disciplines and niches; lots of overlap
- Main specialties (according to coaches) cover broad spectrum*
 - Leadership (23%)
 - Business/organizations (15%)
 - Executive (15%)
 - Life vision and enhancement (13%)
- There is and has to be overlap between personal and work or business development coaching

**Source: 2012 ICF Global Coaching Study*



Investment



Financial with fees range between \$180 and \$400

- Depending on role

E.g. Executive, Business owner/entrepreneur, Team Leader/Staff member

- Depending on entity

ie. In business, in a start-up, in a non-profit or an individual

Time/energy Investment

- Varied appointment and engagement lengths
- Readiness to commit to making real changes
- Preparedness to take actions between coaching sessions
- A 4 month commitment to really see some habits modified and others established



Hiring Tips

+ Choosing a Coach



- Find a Coach
 - Free, searchable database of ICF-credentialed coaches
- Geography a factor for in-person coaching
- Coaching by phone, Zoom, Skype remove geographical barriers
- 'Interview' several coaches - how does the individual coach work ?
- How well would the coach work with your goals ?
- Connection counts - ask for a 30 minutes session to explore connection and chemistry



Questions to Ask



- What is your coaching experience?
- What is your coach-specific training?
- What is your specialty?
- What types of businesses do you work with most often?
At what levels?
- What is your coaching philosophy?
- What types of assessments are you certified to deliver?
- What are some of your coaching success stories
(i.e., specific examples/case studies)?
- Are you a member of ICF? Do you hold an ICF Credential?

+ What to Expect



- Written coaching agreement
- Assessments/pre-work
- Emphasis on powerful questions
- Accountability for your goals and actions