

What is coaching?

The ICF (International Coaching Federation) defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

Coaching honours the client as the expert in his/her life and work and believes that every client is creative, resourceful, and whole.

What is a coach's responsibility in the client-coach partnership?

A coach should:

- Discover, clarify, and align with what the client wants to achieve;
- Encourage client self-discovery;
- Elicit client-generated solutions and strategies; and
- Hold the client responsible and accountable.

Professional coaches provide an ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. Ultimately, coaches help people improve their performances and enhance the quality of their lives, faster.

Coaches are trained to listen, to observe and to customize their approach to individual client needs. They seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach's job is to provide support to enhance the skills, resources, and creativity that the client already has.

What are the benefits of coaching?

Individuals and organizations who engage in a coaching partnership can expect to experience fresh perspectives on personal challenges and opportunities, enhanced thinking and decision making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles.

Consistent with a commitment to enhancing their personal and leadership effectiveness, they can also expect to see appreciable results in the areas of productivity, personal satisfaction with life and work, and the achievement of personal and relevant goals.