

## Coaching

Coaching is a one-on-one development process to help enhance performance and clarify and attain goals. The process unfolds through a dialogue, in 45-60 minutes sessions over a prescribed number of weeks, and empowers the client to...

- Develop their **own solutions**
- Engage their **strengths** and learn **new skills**
- Tap their **potential** and **motivation**
- Build **awareness** of their role within their organizational system or their possible contribution in a changing field
- Push through blind spots to become **more effective problem solvers**.

### Why one-on-one coaching rather than a one-time group learning program?

- Coaching is customized and integrated into the work-day and real problem solving
- The coach offers feedback and guidance about real issues in real time
- The coach works with a client's specific challenges and learning style for enough time to reinforce behavior change

### How is coaching different from traditional advisory consulting?

- Unlike traditional consulting, in which the consultant is hired to provide a solution to a client's problem, **coaching empowers the client to find his or her own solutions**

### How is coaching different from therapy?

- Unlike therapy, which focuses on the past and dysfunction, **coaching is based on action and results now and in the future. It helps make highly successful people more effective**

### What's the link between this kind of coaching and sports coaching?

- Sports coaching is a good analogy: the coach helps **enhance strength where you have it; build new muscles where you don't, fine tune skills and break bad habits, and most important – reach for your absolute best!**

### What are the intellectual roots of coaching?

- **Neuroscience:** Recent discoveries about brain plasticity show that adults can create new wiring – and thus new behavior -- throughout their lives, much longer than had previously been thought
- **Adult Learning Theory:** Adults thrive in self-directed learning contexts which draw upon life experience and which are goal oriented and relevant
- **Positive Psychology:** Positive emotions that contribute to motivation and effectiveness can be understood and developed