

# Coaching Ethos

For individual, executive, team and people practitioner coaching

*Coaching is primarily focused on helping people to achieve goals. These goals may be practical/ physical, social, emotional, intellectual or spiritual. Irrespective of the type of coaching, the role of a coach is to support a developmental journey using scientifically designed processes which support sustainable change. The coach's purpose is to facilitate thinking which leads to goal-directed action.*

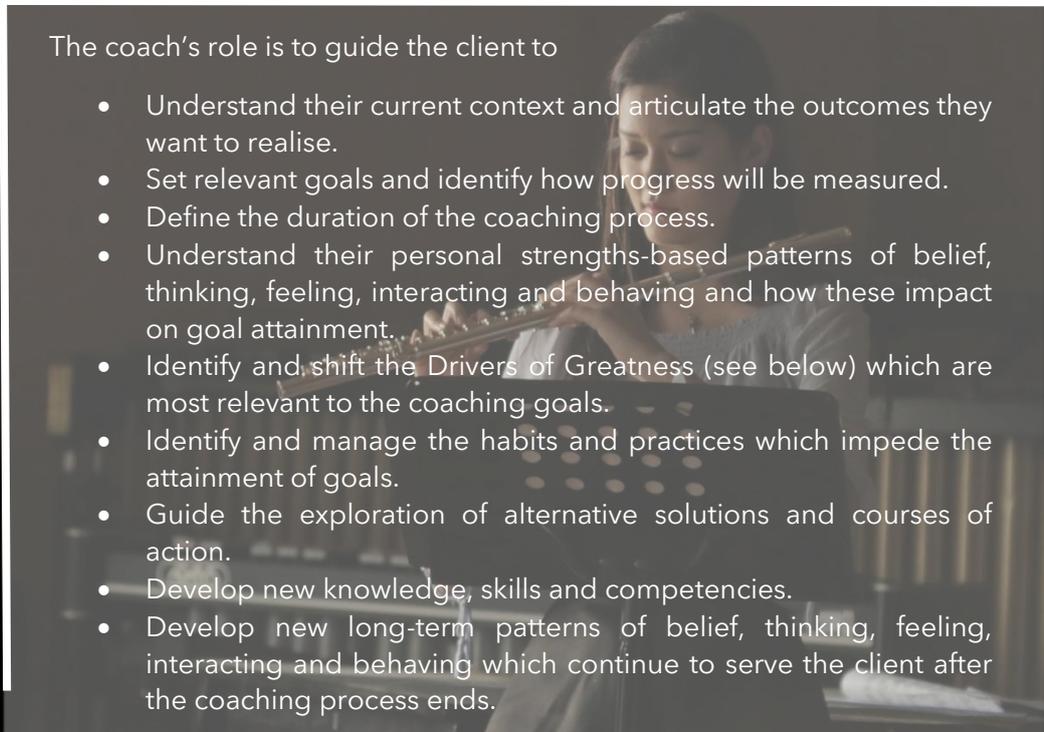
*To gain most benefit from coaching, clients need to be:*

- Committed to their own progress and development
- Willing to be constructively stretched and challenged.
- Adults responsible for their own outcomes.
- Capable and intelligent individuals with the capacity for growth.
- Responsible for tracking and documenting their own coaching journey.



The coach's role is to guide the client to

- Understand their current context and articulate the outcomes they want to realise.
- Set relevant goals and identify how progress will be measured.
- Define the duration of the coaching process.
- Understand their personal strengths-based patterns of belief, thinking, feeling, interacting and behaving and how these impact on goal attainment.
- Identify and shift the Drivers of Greatness (see below) which are most relevant to the coaching goals.
- Identify and manage the habits and practices which impede the attainment of goals.
- Guide the exploration of alternative solutions and courses of action.
- Develop new knowledge, skills and competencies.
- Develop new long-term patterns of belief, thinking, feeling, interacting and behaving which continue to serve the client after the coaching process ends.



Using the Drivers of Greatness Framework, our coaches:

- Develop rapport and demonstrate unconditional positive regard for the client.
- Actively listen to the client to enable them to articulate their thoughts and gain insight.
- Use powerful strategic questioning to explore, support or challenge the beliefs, thoughts and actions which impact on current and necessary behaviour related to the client's goals.
- Offer useful thinking lenses which provide alternative perspectives for clients to consider.
- Encourage action and hold the client accountable to their commitments.
- Introduce new knowledge and skills relevant to the client.
- Constantly evaluate the coaching process.

