

Transformational Coaching briefing note

Key assumption about the client

- Clients are not broken – they are essentially whole and perfect as they are and are just thinking, feeling or acting more or less effectively at any point in time.

High level aims

- Powerful way of exploring and challenging a client's personal beliefs, attitudes and values, and consequentially understanding how these shape their experience of life and behaviours.
- Encourages clients to move towards successful resolution of their issues, challenges and opportunities.
- Journey of reflection, discovery and self-awareness combined with action, motivation and goal orientation.

Specific aims to help the client

- Find clarity on an issue (ascertain what you really want as opposed to think you want)
- Gain purpose (comes with focus and determination)
- Become more self-aware (consciously competent / incompetent)
- Set meaningful and challenging goals (future oriented)
- Break goals into manageable chunks
- See where they are at now
- Recognise resources and success they already possess (enablers to action)
- Explore ways forward to achieving success (identity solutions)
- Take specific targeted action
- Set deadlines and commitments
- Challenge limiting thought patterns (disablers to action)
- Review results and learn from successes and failure
- Look at situations differently and gain new insights
- Understand own motivations better
- Change direction from habitual and sedimented thought and behavioural patterns
- Get to the core of what stops them moving ahead in their life

Role of Coach	Role of Coachee
<ul style="list-style-type: none"> To be non-judgemental, objective & open throughout the coaching process 	<ul style="list-style-type: none"> To take responsibility for their decisions and choices reached during the coaching session
<ul style="list-style-type: none"> To focus on goal & outcome of coachee 	<ul style="list-style-type: none"> Recognise that 'coaching' is a relationship with your coach that is designed to facilitate the development of personal or professional goals, and develop a plan/strategy for achieving those goals.
<ul style="list-style-type: none"> Encourage & challenge coachee to reach full potential 	<ul style="list-style-type: none"> To be as honest and open with coach as possible
<ul style="list-style-type: none"> Support coachee during their development 	<ul style="list-style-type: none"> Be willing to embrace any necessary change to aid attainment of goal
<ul style="list-style-type: none"> Ensure location of sessions is private & conducive to development 	<ul style="list-style-type: none"> Be open to consider any feedback you may receive from the coach
<ul style="list-style-type: none"> To observe confidentiality of all discussions at all times unless there is a potential for a risk to others or the matter is illegal 	<ul style="list-style-type: none"> Be open to challenges to your thoughts, ideas and working practices
<ul style="list-style-type: none"> Agree with coachee when an issue cannot be dealt with through this coaching agreement 	<ul style="list-style-type: none"> Commit to the principles of coaching to aid your development
	<ul style="list-style-type: none"> To give at least 48 hours notice if unable to attend a coaching session, otherwise the full price of the session will be payable
	<ul style="list-style-type: none"> Ensure uninterrupted coaching sessions
	<ul style="list-style-type: none"> Give coach feedback on sessions