

COACHING



First Presentations about:

- Coaching Essentials
- Manager as a coach.
- The basic instruments of coaching
- Stages of coaching
- Team coaching
- ...

Second Presentations about:

- Take a video of coach sessions - bad and good case
Prepare video and present it in class.

Literatures sources:

- <http://coachingstyles.frederickpearce.com/csebooks.html>
- <http://angusmcleod.com/coaching-models-methods/>

COACHING





Video:

- <https://www.youtube.com/watch?v=nFx6yKZrzco>

When use coaching?

- I know, what I want, but I don't know how to do it...
- I don't know what I want...
- I am successful, but I want more...
- I want to change world...
- I need someone who can support me...
- I hate all around me, but I want to change it...

Answer:



what are
your
dreams?

what are
your
goals?

what are
your
passions?

what are
your
skills?



What is Life Coaching?



1. *Career Coaching*

Typical Clients

Clients looking for career coaching are aware of the difficulties in the modern labour markets. They will likely be trying to find a new job, advance up the corporate ladder or change fields completely.

What is Involved?

A career coach is seldom attached to one specific field. Usually a career coach works with clients in a variety of industries and professional levels. Your challenge will be to engage and empower your client to land their first job or guide them through a transitional period to their dream career.

2. Couples Coaching

Typical Clients

Couples Coaching clients can involve one individual within a relationship or a couple. They are likely to be having some kind of difficulties with their relationship and look for guidance on improving communication and enhancing their intimate relationship and growth.

What is Involved?

You will impart coaching techniques on how to better communicate, resolve conflicts, listen to the other's needs, and how to increase their intimate bond.

3. Divorce Coaching

Typical Clients

Clients can include both men and women looking for support and guidance during and after a divorce.

What is Involved?

During and after a divorce, a client will likely be experiencing painful

emotions and loss of direction. It is the Divorce Coach's role to support

their client through this tough time, helping them to create a Solution-

Focused action plan for living happily.

4. Family Coaching

Typical Clients

Clients often include families who are in crisis, new parents, and adoptive parents who need help coping with a difficult transition.

What is Involved?

Family Coaching requires a deep understanding of the relationship between

family members. You should be able to empathize with parenting struggles and understand the difficulties faced at children's different development stages. Assisting parents and working with children to educate and explain the

effects of outside influences are common roles. Promoting continuous and trusted communication between family members is also a key area.

5. Health & Wellness Coaching

Typical Clients

Clients are likely to include people with physical and mental struggles with losing weight, increasing exercise, eating healthily, or improving their mindset.

What is Involved?

A Health & Wellness Coach's role is to promote positive view on health and wellness. This can be achieved by assisting clients to overcome physical and mental blocks that result in negative mindsets. By helping bring their mind to balance, you will assist them to feel better about themselves, both in mind and body.

6. Holistic Health Coaching

Typical Clients

Many Holistic Health Coaching clients already have an understanding of the importance of mind-body-spirit balance, however they have become stuck and need assistance in reaching a new level of well being.

What is Involved?

One of a Holistic Health Coach's challenges is to help people implement what they know will benefit them. Clients may well understand the importance of mind-body-spirit balance and are actively working towards a better state of well-being but need assistance in overcoming particularly difficult aspects. These could include weight loss, increasing energy, overcoming addictions and physical pain.

7. Motivational Coaching

Typical Clients

Clients often include individuals who are struggling to stay positively motivated and achieve their goals. Manager and business teams also benefit from motivational coaching, especially in times of transition or corporate instability.

What is Involved?

Individuals may come to a Motivational Coach to seek guidance for personal issues they might not feel comfortable discussing with friends and family. Your role is to help them identify the issue they face, deconstruct it, and to help find a solution that will transform their attitude.

8. Parent Coaching

Typical Clients

Parents face a myriad of challenges when raising children and some simply become overwhelmed when this major responsibility controls their life.

Parents desire to establish a reciprocal loving relationships with their children.

What is Involved?

Parents strive for reciprocal loving relationships with their children and a Parenting Coach helps them achieve this. You should be able to assist struggling parents to learn effective ways to nurture their child through tough times and prepare them for the road ahead. You will help the parent understand current challenges and assist them to create a plan of action to resolve issues and move forward. The result of Parent Coaching is a strengthened parent-child relationship with successful open, honest and loving communication.

9. *Personal Development Coaching*

Typical Clients

Personal Development Coaching clients are seeking to improve themselves in one or multiple ways. They understand that life is precious and they want to get the most out of their personal potential.

What is Involved?

Personal Development Coaching covers a wide variety of areas, including identifying ways to increase happiness, love, wealth, and overall enjoyment of life. Clients have the capacity to achieve these things inside of them already; it is a Personal Development Coach's role to help the client become aware of their innate strengths.

10. Recovery Coaching

Typical Clients

Recovery Coaches work with individuals who are recovering from forms of addiction such as drugs, alcohol, sex, and gambling. Addiction impacts people from all walks of life meaning your clientele could vary dramatically.

- **What is Involved?**

A Recovery Coach plays a slightly different role than an addiction counselor.

A Recovery Coach focuses on the individual's life after the initial detox period. This can include helping the client to set personal and professional goals, while remaining sober.

11. Relationship Coaching

Typical Clients

Relationship Coaches are often sought when an individual is looking to enhance their personal and/or professional relationships.

What is Involved?

Relationship Coaching extends beyond intimate relationships to encompass any and all relationships with other people. A client may choose to work with a Relationship Coach if they are having trouble attracting friends, or attracting friends who share their values and have similar life goals. They could be struggling with self-confidence issues, making the process of networking particularly difficult. These types of issues usually penetrate both personal and professional relationships, limiting the client's success and happiness

12. *Singles Coaching*

Typical Clients

People work with Singles Coaches to help them navigate through the challenges of finding the right partner. However a big part of Singles Coaching is also helping people enjoy themselves as a single person and discard the idea that they have to be with someone to be happy. Clients can be very diverse; they can be young or old, male or female, rich or poor.

What is Involved?

Singles Coaching clients often find meeting and dating challenging, often creating a sense of anxiety and self-doubt. It is the Singles Coach's role to help them feel comfortable and confident in their own skin, address their fears and assist them to take steps to achieve successful relationship.

13. *Success Coaching*

Typical Clients

Success Coaching clients often seek help because they feel unfulfilled and are searching for personal success or happiness.

What is Involved?

Success is different for every individual. It is the Success Coach's role to help the client identify what truly matters to them. This usually involves transcending the tangible measurement of monetary wealth and possessions to find happiness and success in more human aspects of life and living. You will help your client identify short and long-term goals that will resonate with their clarified idea of success.

What is Business Coaching?



1. Business Management Coaching

Typical Clients

The client base for Business Management Coaching is very diverse, and includes managers and leaders from start-ups, small, medium, and large corporations.

What is Involved?

The Business Management Coach plays a wide variety of business roles, and often does not concentrate on one specific field. Instead, they take a holistic view of the client's business to assist the client to ask the right strategic questions to improve their business.

2. Entrepreneur Coaching

Typical Clients

Entrepreneurs range from the very young with little experience and big ambitions, to older, more experienced business people who require support in certain areas of entrepreneurship.

Clients may be in the process of starting a new business venture or struggling to make their current venture succeed.

What is Involved?

Entrepreneur Coaching is much more than simply pointing an enthusiastic business person in the right direction. You must have knowledge of how to start a business, and how to navigate the myriad of practical and emotional issues that come with it.

3. Executive Business Coaching

Typical Clients

Executive Business Coaching appeals to a very wide market that includes corporate business managers, leaders, and business owners in every industry.

What is Involved?

You will be working with highly skilled and motivated individuals who hire you to help them reach their business (and personal) goals faster than they could on their own. You will be expected to have a deep understanding of their role with their company and industry. Clients will be looking for insights

on overcoming obstacles they have had previous difficulty with, as well as drawing a greater sense of satisfaction from their work.

4. Leadership Coaching

Typical Clients

Leadership Coaching is instrumental for any business leader looking for assistance to improve their communication and relationships with colleagues and team members. They typically include Presidents, CEOs, COOs, CFOs, Managing Directors, and other key decision makers and aspiring leaders.

What is Involved?

Leaders are often high achievers, usually with a very busy schedule. It is the Leadership Coach's role to facilitate their client's learning of the best leadership techniques while excelling in day-to-day business. Leadership Coaches should be able to fully understand their client's positive and negative situations and assist them to ask the right questions and reach higher levels of success.

5. Sales Coaching

Typical Clients

Sales Coaching appeals to individuals who hold the roles of Sales Managers, Sales VPs, CSOs, Sales Team Leaders, Sales Executives, Sales Consultants, Entrepreneurs and even Coaches.

What is Involved?

While the people in those roles have specific needs, they also share many similarities. They are concerned with finding new business partners, creating ways to increase sales, growing the stability of the business, and increasing their bottom line.

6. Marketing Coaching

Typical Clients

Marketing Coaching includes clients who hold the roles of Marketing

Managers, Marketing VPs, CMOs, Marketing Team Leaders, Marketing

Executives, Marketing Consultants, Entrepreneurs and even Coaches.

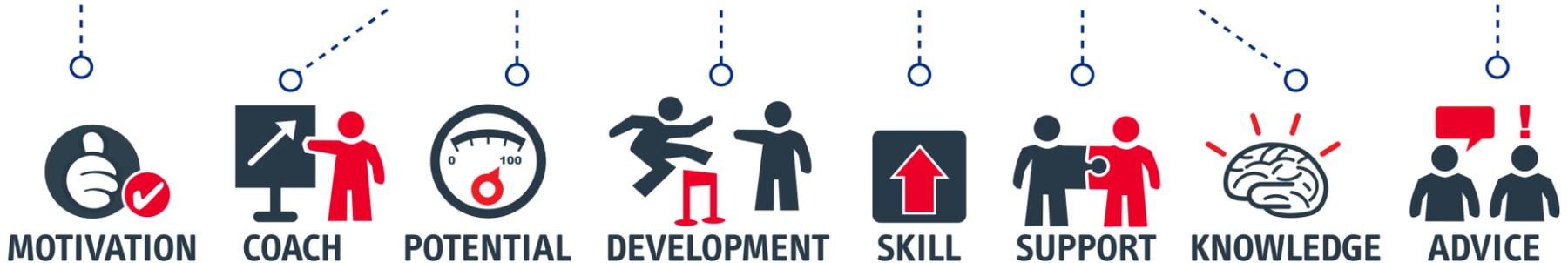
What is Involved?

Marketers are concerned with creating dynamic strategies that communicate the right messages to the right people at the right time.

COACHING in your life

Do you have any area of life in which you would need coaching?

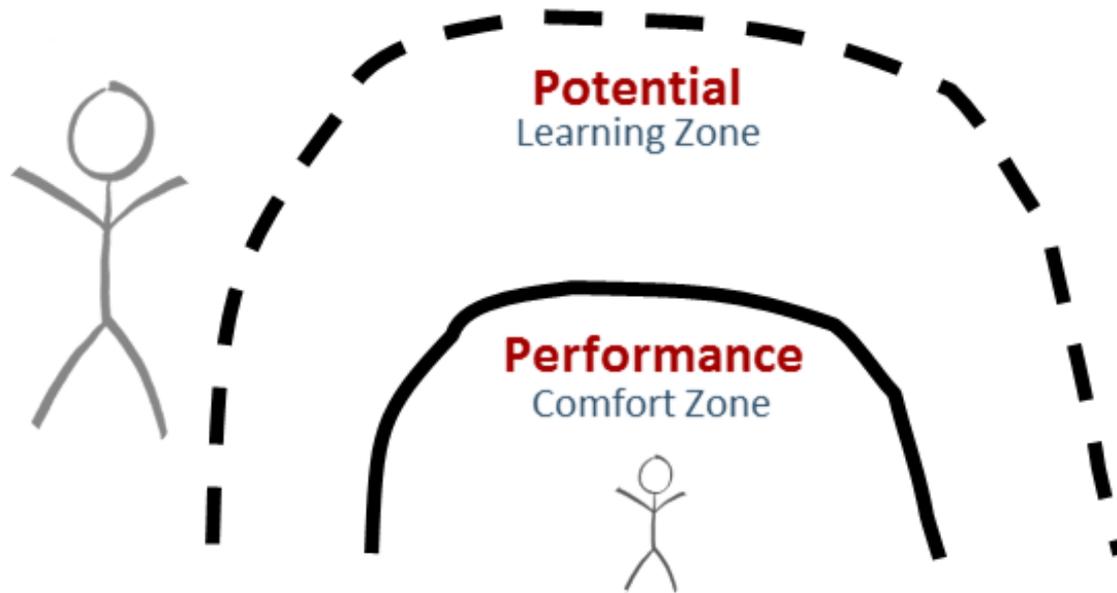
COACHING



SIX CRITERIA FOR CULTIVATING A COACHING CULTURE

1. Senior executives value coaching.
2. Employees value coaching.
3. Managers/leaders received training on how to be a coach.
4. Coaching is a part of the organizations' culture with a dedicated line item in the budget.
5. All employees in the organization have equal opportunity to receive coaching, either by manager or from a professional coach practitioner.
6. All three coaching modalities (internal coach practitioners, external coach practitioners, and managers/leaders using coaching skills) are present in the organization.

The Purpose of Coaching



Coaching for Performance—Level 1
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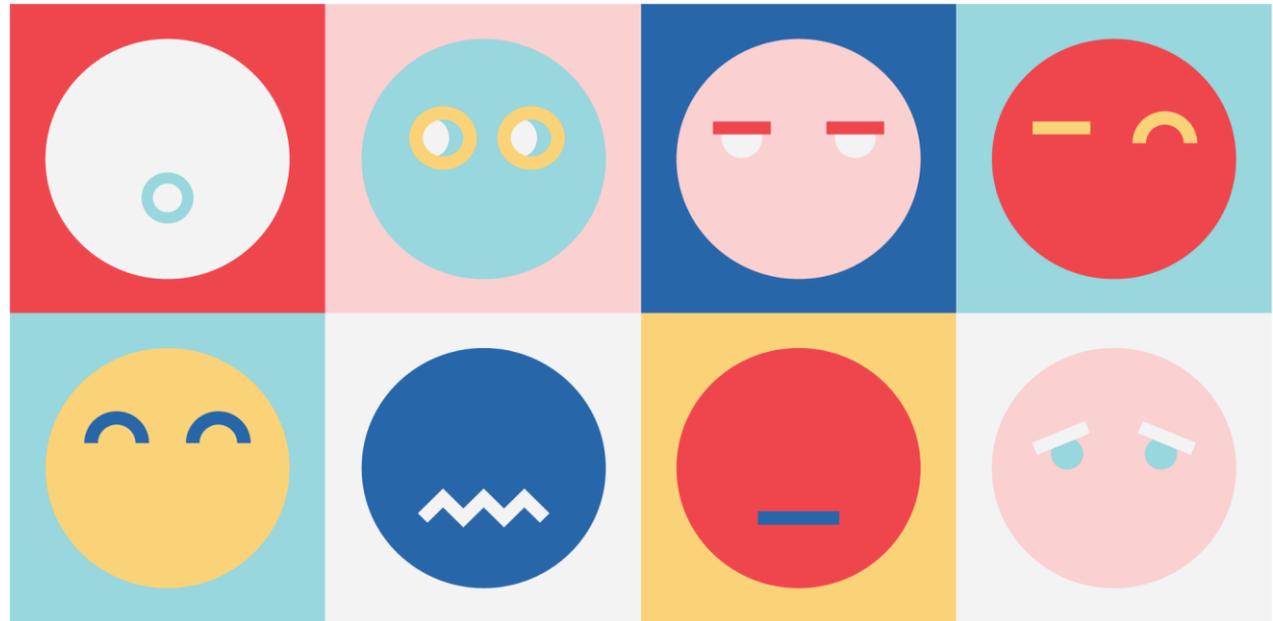
Examples of speeches and communication

- <https://www.youtube.com/watch?v=lskFnJ3T9GE>
- <https://www.youtube.com/watch?v=jtl5XK7QP38>
- <https://www.youtube.com/watch?v=f0UB06v7yLY>

Analyze these speeches: voice, speech content, communication, attitude, values etc..

Classwork

***Present yourself as a
personality to others (2-5min,
describe yourself)***





Life Coaching

is

your
OPPORTUNITY

OPPORTUNITY

to take your life from good

to

GREAT!

Start with...

- What's great about your life this week?
- How have you grown this week?
- What did you accomplish this week?
- Who did you serve?
- What did you learn?
- Who else will benefit?
- What are you grateful for?

Coaching Sessions in Company



Body language during coaching sessions



Six-Question Process

- 1. Where are we going?
- 2. Where are you going?
- 3. What is going well?
- 4. What are key suggestions for improvement?
- 5. How can I help?
- 6. What suggestions do you have for me?

Sample Coaching Sessions:

- <https://www.youtube.com/watch?v=UY75MQte4RU>
- https://www.youtube.com/watch?v=O_vlekGIt_M



“Companies realize only 40-to-60 percent of their strategies’ potential value”

- **Coaching is a new, fast growing leadership field**
- **There’s no agreed upon coaching definition**
- **Coaching is all about awareness & responsibility**
- **Coaching should be a leadership style, not a tool**
- **Be careful not to mix performance coaching with counselling**
- **GROW is the most popular coaching method**

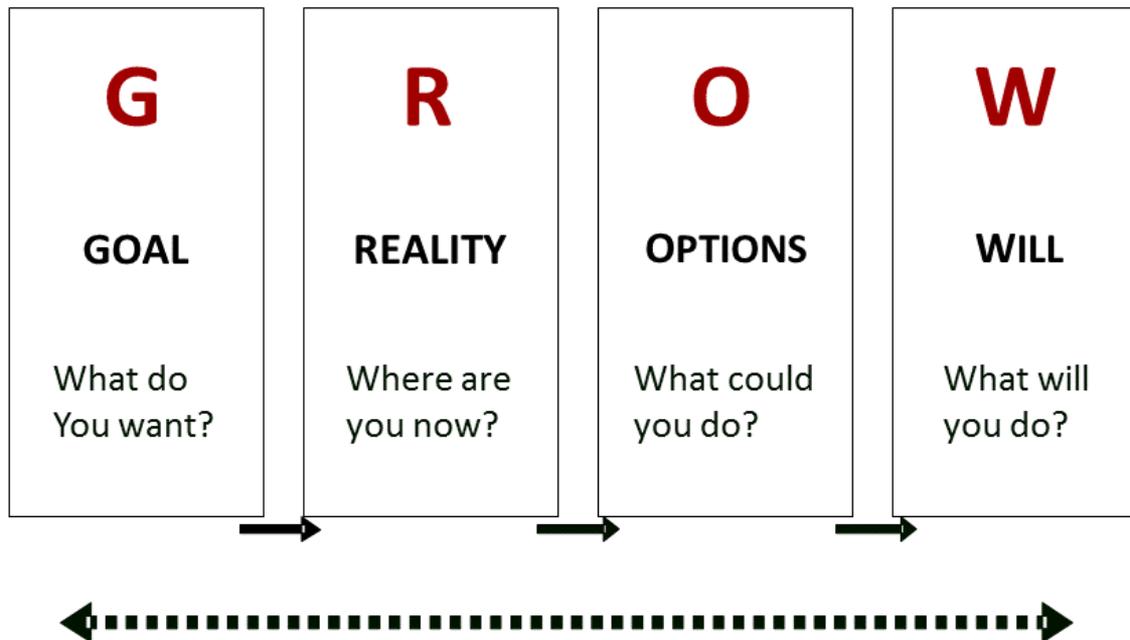
Coaching samples in groups:



"If you can dream it, you can achieve it."

– Zig Ziglar

Grow Model



GROW model

- **G for Goal setting:** *define the short- and long-term goals*
- **R for Reality:** *explore the current situation*
- **O for Options:** *identify and evaluate different action strategies*
- **W for Will:** *what will you do by when?*

GROW Coaching Model Questions: Goal Setting

- What is the aim of this discussion?
- What would need to happen for you to walk away feeling that this time was well spent?
- If I could grant you a wish for this session, what would it be?
- What would you like to happen that is not happening now, or what would you like not to happen that is happening now?
- What outcome would you like from this session/discussion/interaction?
- Can we do that in the time we have available?
- What do you want to achieve long term?
- What does success look like?
- How much personal control or influence do you have over your goal?
- What would be a milestone on the way?
- When do you want to achieve it by?
- Is that realistic?
- Is that positive, challenging, attainable?
- Will that be of real value to you?
- How will you measure it?

GROW Coaching Model Questions: Reality

- What is happening now? (what, where, when, who, how much, how often). Be precise if possible.
- How do you know that this is accurate?
- How have you verified, or would you verify, that that is so?
- What other factors are relevant?
- Who is involved (directly and indirectly)?
- What is their perception?
- When things are going badly on this issue, what happens to you?
- What happens to the others directly involved?
- What is the effect on others?
- What have you done about this so far?
- What results did that produce?
- What is missing in the situation?
- What do you have that you're not using?
- What is holding you back?
- What is really going on (intuition)?

GROW Coaching Model Questions: Options

- What could you do to change the situation?
- Tell me what possibilities for action you see. Do not worry about whether they are realistic at this stage.
- What approach/actions have you seen used, or used yourself, in similar circumstances?
- What else could you do?
- What if...? (time, power, money, etc.)
- Who might be able to help?
- Would you like another suggestion from me?
- Which options do you like the most?
- What are the benefits and costs of each?
- Which options are of interest to you?
- Would you like to choose an option to act on?

GROW Coaching Model Questions: Will

- What option or options do you choose?
- To what extent does this meet all your objectives?
- What are your criteria and measurements for success?
- When precisely are you going to start and finish each action step?
- What could arise to hinder you in taking these steps?
- What personal resistance do you have, if any, to taking these steps?
- What will you do to eliminate these external and internal factors?
- Who needs to know what your plans are?
- What support do you need and from whom?
- What will you do to obtain that support and when?
- What could I do to support you?
- What commitment on a 1-to-10 scale do you have to taking these agreed actions?
- What prevents this from being a 10?
- What could you do or alter to raise this commitment closer to 10?
- Is there anything else you want to talk about now or are we finished?

GROW model



GROW® Model

Rapport



- a good understanding of someone and an ability to communicate well with them:

We'd worked together for years and developed a close/good rapport.

She has an excellent rapport with her staff.



Rapport vide:

- <https://www.youtube.com/watch?v=dU8VH6vurXg>

How can we create it?



Customize:

- Voice
- Body language
- Breathing
- In agreement with opinions and values
- Use the same words

Visual type of person

Values:

- Appearance
- Order
- Direct communication
- Rich imagination
- It is important what it looks like

Audial type of person

Values:

- Sounds, words
- It is important to be heard
- It is important what it sounds like

Kinesthetical type of person

Values:

- Feelings
- Contact with the closest
- Comfort, not appearance
- Energetic ties
- It is important what it feels like

Boss or Leader?



The infographic is divided into two main vertical sections. The left section has a crumpled paper background and is titled 'BOSS' in large black letters. Below the title is a black silhouette of a person with hands on hips. At the bottom of this section, it says 'TAKES CREDIT'. The right section has a solid dark blue background and is titled 'LEADER' in large white letters. Below the title is a white silhouette of two people, one pointing towards the other. At the bottom of this section, it says 'GIVES CREDIT'. Between the two sections is a small circle containing 'V/S'. At the top right of the main graphic is the 'wittyfeed' logo. At the bottom left of the main graphic are the social media handles '@ARVIND.LAKHANI2' and '@WITTYFEED.COM'. At the bottom right of the main graphic is the text 'You can use poster by giving proper courtesy'. Below the main graphic is a row of six smaller panels, each with a 'BOSS V/S LEADER' title and an illustration. The first panel shows a boss pointing at a chart and the text 'DRIVES EMPLOYEES'. The second panel shows three people and the text 'COACHES THEM'. The third panel shows a person pointing at a chart with a thought bubble and the text 'USES PEOPLE'. The fourth panel shows three people with arms raised and the text 'DEVELOPS PEOPLE'. The fifth panel shows a person sitting at a desk and another person standing by the desk and the text 'COMMANDS'. The sixth panel shows two people and the text 'ASKS'. Each of these smaller panels also has the 'wittyfeed' logo in the top right corner.

BOSS V/S **LEADER**

TAKES CREDIT

GIVES CREDIT

@ARVIND.LAKHANI2
@WITTYFEED.COM

You can use poster by giving proper courtesy

BOSS V/S **LEADER**

DRIVES EMPLOYEES

COACHES THEM

USES PEOPLE

DEVELOPS PEOPLE

COMMANDS

ASKS



Jef Bezos vs Elon Musk



Tim Cook and Mark Zuckerberg



Richard William Costolo and Howard Schultz



DIFFERENCE BETWEEN a Boss and a Leader

The differences between a boss and a leader are apparent to those who work directly below someone within an organization. Your superior can make your day miserable or they can make it absolutely amazing depending on the way they communicate. If you aren't sure if you are working for a boss or a leader, check out the difference below to get a better understanding of your current situation.

BOSS

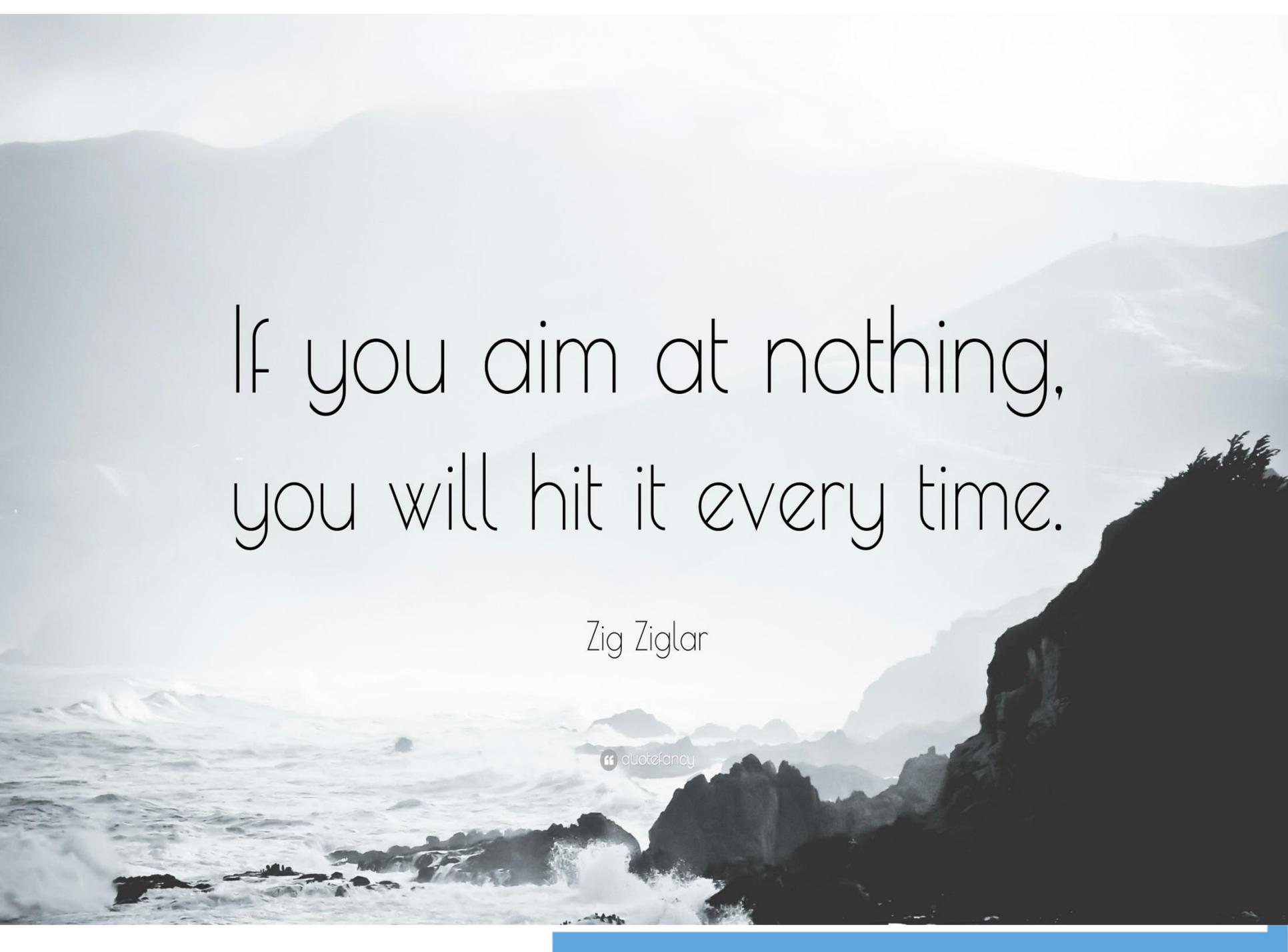
- Drives employees
- Depends on authority
- Inspires fear
- Says, "I"
- Places blame for the breakdown
- Knows how it is done
- Uses people
- Takes credit
- Commands
- Says, "Go"

LEADER

- Coaches them
- On goodwill
- Generate enthusiasm
- Says, "We"
- Fixes the breakdown
- Shows how it is done
- Develops people
- Gives credit
- Asks
- Says, "Let's go"

Goals

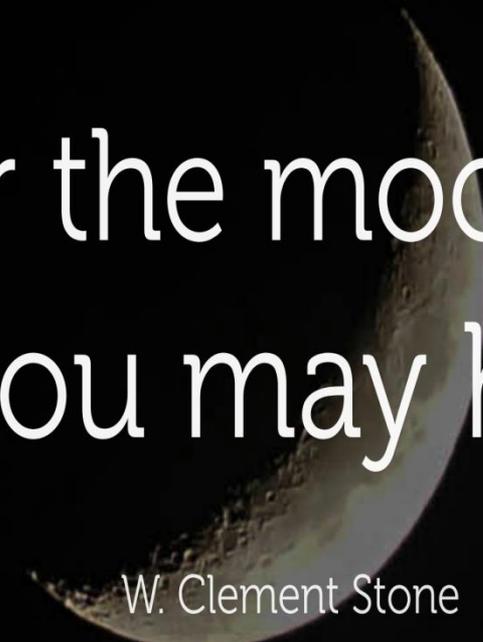




If you aim at nothing,
you will hit it every time.

Zig Ziglar

“ quotzfancy

A crescent moon is visible in the background, partially obscured by the text. The moon is in the lower right quadrant of the image, showing its characteristic curved shape and surface details.

Aim for the moon. If you
miss, you may hit a star.

W. Clement Stone

Goals



S Specific

M Measurable

A Agreed

R Realistic

T Time phased

P Positively stated

U Understood

R Relevant

E Ethical

C Challenging

L Legal

E Environmentally sound

A Appropriate

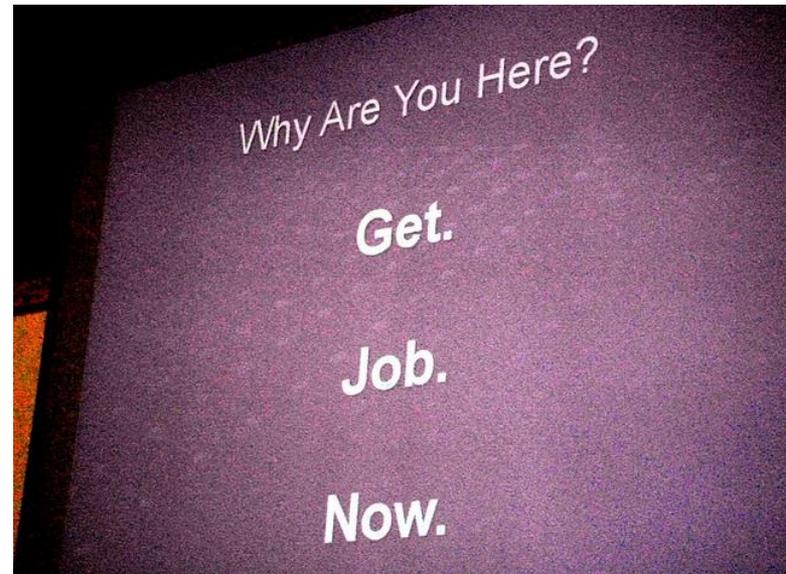
R Recorded





How to set goals?

- <http://www.goalsontrack.com/home/why>



The Results of Good Coaching Are...

- Defined and understood goals
- Aligned expectations between the team leader and team members
- Transfer of knowledge on a “just-in-time” basis
- Increased individual motivation and morale
- A more adaptive and reactive team
- Improved team performance and safer resident care

Exercise: Coaching

- Split into groups of three
- Review the scenarios and Coaching Feedback Form (CFF)
- Each participant takes a turn playing the coach, team member, and observer
- The coach provides feedback to the team member in the scenario
- The team member role plays the scenario
- The observer completes the CFF and then shares with the groups



Exercise: Coaching

