



## Workshop Your Coaching Process

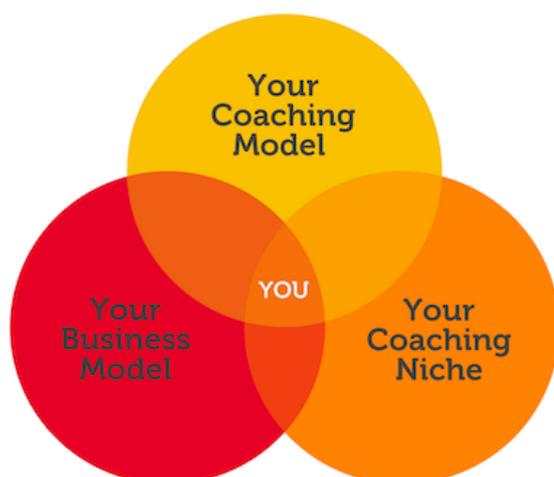
Creating your coaching model is a personal process, it is different for every coach in every context. It is also difficult to separate your model from your niche, your market and your business model. In other words, WHO you plan to coach and WHY you plan to coach them and WHERE you plan to coach them will all impact

### What is a Coaching Process?

At its simplest, the coaching process is a summary of the steps taken from the beginning of the coaching session to the end of the coaching session. For the purposes of this module we will outline it as a linear process, however in reality it can weave and whirl as the client moves towards their intention for the session.

Your Coaching Process differs from your Coaching Model in that it is specifically addressing a single session, whereas your model is a description of the philosophies or concepts that underpin your style and approach to your coaching as a whole.

### Your Unique Coaching Identity



**YOUR COACHING MODEL** is an expression of your unique philosophy, belief and approach as a coach

**YOUR COACHING NICHE** describes the clients you will coach. Who they are and what challenges they face

**YOUR BUSINESS MODEL** describes how you will package your coaching to solve your client's problems and challenges.

## Who Are You as a Coach?

The diagram above shows the relationship between your model, your niche and your business (or for internal coaches, your industry) Each of the three spheres work together to create you as a unique coach in a unique market. We discuss this in greater detail in the Coaching Model modules, for now the important thing to note is that your PROCESS exists within the context of your model.

### The 7 Step Coaching Process

- 1** Establish The Coaching Agreement
- 2** Set the Goal or Outcome for the Session
- 3** Clarify the Current Situation
- 4** Clarify the Gap
- 5** Identify and Commit to Action
- 6** New Learning
- 7** Accountability

*The following process is fairly standard for all coaches in all niches and all contexts. A coach's job is to move the client from where they are now to where they want to be, and to do that in a way that allows the client to take the reins and direct the process. The client sets the intention for the session, the client identifies any goals and brings forward any blockages or challenges. They do this however, within a structure and a process provided by the coach.*

© International Coach Academy

## 1. Establish The Coaching Agreement

Identify the specific issue for the allotted time of session.

- What is the issue/goal you would like to focus on today?
- What is important for you about this?
- How will you benefit when you have this?

## 2. Setting the Goal or Outcome for the Session

Inviting client to envision or articulate their outcome or the results they would like for the session.

- How will you know you achieved what you wanted to accomplish today?
- What will that look like or feel like (subjective or objective)?
- What would be different?
- What might happen if you don't achieve this?
- What will it cost you if you don't achieve this?
- Where are you now regarding what you wanted to achieve today?

## 3. Clarifying the Current Situation

Starting with the client's desired outcomes, invite them to explore what new actions or perspective shifts might be needed to unearth possible solutions.

- What is the current situation like?
- Up until now, what have you done or worked on?
- What is most troublesome or bothersome to you?
- What would the ideal situation look or feel like?

## 4. Clarifying the Gap

In this step, the coach shares observations for the client to consider regarding where the gap exists between the current situation and their desired one. The coaches' questions also clarify the client's feeling about this gap.

- What might be causing the gap between the goal (desired situation) and the current situation?
- What issues or obstacles are preventing you from achieving your goals?
- Are there things you are not doing or might now do?
- What do you think is the root of this problem?

## **5. Identify and Commit to Action Client chooses the actions to commit to**

- What can you do starting today? What can you stop doing starting today?
- What action can you commit to taking in this area?
- What might get in the way of accomplishing this?
- How will you support your commitment to this action?
- Regarding this action, what or who will be involved?
- What other options can you think of?

## **6. New Learning**

Client summarizes actions, commitments and perspective shifts.

- What have you noticed?
- What has become clearer?
- What are your take-aways from this session?
- What new awareness or learning happened today?
- How will this support you going forward?
- What are some things that you became aware of or became clearer?

## **7. Accountability**

Coach partners with client to “hold” their promise to themselves.

- Is there anything further I can do to support you?
- How will you hold yourself accountable to the goal(s) you set today?
- How I can I partner with you to enhance your accountability?
- What support can the coaching provide in your commitment to take action?
- Do you have any requests that would make our time even more worthwhile?

---

## The Coaching Flow

The coaching process relies on an interactive dialogue between coach and client; one that unearths a vision, a new idea or action from the client. Some have called this dialogue the 'coaching flow' as it describes the ease and forward leaning of the coaching process.

To give you a picture of what this flow or process looks like, think of closet that has some light but also some areas where the light is not quite bright enough to see clearly. Imagine this is the coaching topic, situation or goal.

While the client explores what they are looking for in the closet, there will be obvious ideas and awarenesses (those that are well lit) and there will be others that are not really clear or perhaps are overlooked or hidden due to the poor light (underlying beliefs, innovative ideas, and new ways of thinking).

The coach and the client work together to explore the closet – side by side – with the client moving the contents of the closet around, examining them and making choices about what will get them what they want. The coach then is holding a flash light or torch to guide and support the client in their search.

For each coach, the process may be slightly different – there is no prescriptive or one-way to get in the coaching flow. The coaching flow allows you to have a more structured coaching conversation that lends itself to partnership and productivity.

The coaching flow enables the coach to:

- Support the client to take action more decisively and efficiently to achieve their goals
- Keep track of where you and the client are in the conversation and where and whether the conversation is headed toward the goal.

### **One Size Does Not Fit All**

When we think of being 'in the flow' we are likely at ease with ourselves - our strengths, values, and individuality. The experienced coach understands how to go with the flow with a client while holding a structure that ensures the session is

---

as effective as possible. Each time you coach you further develop the creativity and confidence needed to be in the coaching flow with your client.

The coaching flow is “enabling,” not strictly followed. For example, more or less time may be spent at on certain steps or stages or steps may be shortened or even skipped because every coaching relationship is unique and likely to follow its own particular path based on the problems, issues or challenges raised in each session.

### **Flow is Built into the Process**

Like a sports coach, a life coach observes from afar and brings to attention their understanding of what is going on out in the field of play. Sometimes this means guiding in a realistic and creative way and initiating topics for discussion, when the client has no urgent matters to bring to the session.

For new (and seasoned coaches as well), it can be a bit tricky to ‘establish the coaching agreement’ as it often feels like a choice between being in the coaching flow or sticking to the steps or markers of establishing a tangible outcome for the coaching session. If the client’s goals are not concrete or seem vague despite your efforts to gain clarity, there is a temptation to abandon establishing the coaching agreement altogether. However, the client’s desire to gain clarity or “talk a topic through” is considered a goal for the session.

This might sound like:

- It sounds like you would like to use our time to talk through this issue.
- What would this do for you? What might be the benefit?
- By talking through this, what do you hope to achieve?
- What about that is important to you?
- How will you know our conversation has been time well spent?
- How will you know it’s been a successful conversation for you?

Consider these questions and your reflections in establishing the agreement as a demonstration of your curiosity. After all, how can we support someone with our professional coaching if we don't have an open mind and an active ear? Think of this process as serving your client by exploring and discovering the very purpose of the coaching conversation.

The coaching relationship happens in a roomy container for coach and client to work together. It is important to lean on the process without being prescriptive or rigid. The coaching conversation is about the client, not the coach. If the process is too prescriptive, it means the coach is following their own agenda rather than attending to the client's issue.

Resist following each stage too closely or in a specific order. The coaching flow is not a straight line – it's more of a spiral where there is an ebb and flow and a looping back and forth between current and new ideas, thoughts and beliefs as well as possible obstacles or needed resources. Some coaches refer to the process as “scaffolding” – the actual ‘building’ or results will be built in partnership as slowly or as quickly as they both experience as necessary.

## Self Application

Reflect on your coaching style, what is your natural coaching process?

Identify the natural steps you take to help clients reach their goals.