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# Blended Coaching

## Consultative, Hybrid and Blended Coaching

In addition to developing an Integrated Coaching Model, you might also like to explore the idea of what we call a “blended coaching offer”.

While you can coach utilizing your well-earned experience without also consulting or mentoring, there is a growing trend toward consultative, hybrid or blended coaching.

In her article “Blending Consulting and Coaching for Real Value”, Cheryl C. Belles describes it like this:

*Consider this a bell curve. At one end of the curve is pure consulting, at the other end is pure coaching. In the middle, for each consultation (or meeting with a client), there exists an optimum blend of coaching and consulting behaviours.*

This approach is a blended solution - part coaching and part consulting or training. Some coaches are blending coaching with yoga or medicine. Some offer separate services – keeping coaching and consulting or mentor separate contract so to speak. Either way, the combination possibilities can be endless.

Some find combining coaching and consulting can add value and accelerates change for their clients. They find this approach extremely effective with certain individuals and organizations especially in environments of dynamic change.

## What is Integrated or Blended Coaching?

Blended Coaching is when coaching is added to some other specialty or expertise. As a pure coach, you don't give advice however as a blended coach, there are times when your specific advice and expertise is needed and requested. For example, as a financial planner, clients come to you for financial planning advice. As a financial planner with coaching skills, you can

really get to the core of what someone wants out of life and what financial stability looks like for them and then you will advise your client on the best way to go about achieving their goal. As a personal trainer or nutritionist, you will tailor an exercise or eating plan to suit your client based on your expertise but you can also use your coaching skills to uncover and help with roadblocks to achieving weight loss or a balanced diet.

## Blending Coaching and Training

Training is the ability to impart specific new knowledge. Blending training and coaching will allow for better training where the trainee takes responsibility for their own learning, see how that learning is beneficial to what they are doing and be a willing and active and engaged participant in the training. For example training staff on new software or training staff in a new or different process but combining that with coaching so that staff understand why change is needed, how it will impact them, how they feel about the change and how they can see a change in a positive fashion. Combining training with coaching especially in the context of organisational change will help change be accepted and embraced in a positive fashion.

## Blend Coaching and Consulting

Consultants are hired for their expertise and specific knowledge. Consultants that blend coaching with their consulting skills will be able to get buy-in for new ideas and change. They will be able to actively listen and ask the right questions to then be able to give recommendations that are more likely to be accepted.

## Blend Coaching With Your Current Profession

Every student who comes to ICA comes with their own unique blend of skills, knowledge and experience. Often this can come from a workplace or profession but it can also come from travel, parenting or general life experiences. The important thing is, that no matter what it is or where it came from, your coaching can benefit and even be shaped by this experience. You are not, as they say, “an empty vessel” to be filled up with coaching “knowledge” Rather you are an amazing individual who has a totally unique perspective on life that has been shaped by the millions of experiences you have had in your life.

## Blend Coaching with one or more coaching related philosophies or influences

Coaching is a “hybrid’ profession and has been influenced by many other disciplines and philosophies.

According to several sources, blended coaching is highly effective for:

- Fast track/succession planning for high-potential employees
- Recruiting and retention
- Increasing productivity and as a relief valve for key employees
- Employee intervention defined in performance reviews
- Identifying and eliminating barriers to reaching objectives
- Reduction of corporate politics
- Facilitate and maintain long range and complex initiatives

## Coaching Models

You will see that many of these model reference existing ideas or philosophies, either directly or indirectly.

<https://coachcampus.com/coaching/coach-portfolios/coaching-models/>

## ICA Graduate Yearbooks

Another great way to explore the ICA Graduate Coaching Models is via the Graduate Yearbooks. You can also read these on the ICA Blog.

<http://icacoach.com/coaching/publications/yearbooks/>

## Self Application

1. What personal or professional roles have you played in life that might contribute to your coaching model?
2. What challenges have you faced and overcome? What experiences in your past makes your coaching credible, reliable, and convincing today?
3. What philosophies or schools of thought do you resonate with or find useful when thinking about coaching?

## Coaching Application

Identify potential problems in your industry that you could solve by blending coaching with your existing skills