

The Coaching Process

There is nothing complicated about coaching. Quite the contrary: it's a pretty straightforward and pragmatic process. However, explaining it to others in a concise manner can be somewhat of a challenge, as most new coaches discover when seeking to passionately convey the power of the practice. Even though the overall understanding of coaching has greatly improved over the years, it has also become one of the most popular business buzzwords; and as a buzzword it is used in a variety of contexts where assumptions and perceptions can vary. Shortly after launching my coaching practice, I created the following illustration as a visual aid to explain the coaching process. Explaining the process and clarifying any questions the coachee may have at the outset of an assignment is key for good collaboration: it ensures alignment between both parties and sets the right expectations from the start.



Inside the Coaching Process

Goal, Action Plan, Feedback and Learning

Goal

The goal (or goals) is at the heart of coaching, which is why it is positioned at the very centre of the illustration. Helping the coachee gain clarity about what they really want is one of the most important parts of the process, because defining clear and concise goals is not always as straightforward as it may appear.

In today's fast-paced world it is not uncommon that we leap into action mode before being clear about what we actually want to achieve. Many of us live with great pressure, both professionally and privately: we feel restless, with an urge to be constantly productive, which means we often don't stop to think things through. However, actions simply for the sake of actions can result in undesired consequences, and so we do well to regularly slow down, take a step back and ask ourselves what is important *now*.