



Coaching Brief

Welcome To Coaching!

Beginning coaching is a courageous choice. It shows that you are serious about optimising your potential and living an engaging and fulfilling life and career.

Coaching is not a normal conversation. It is a relationship we shall co-create with the focus on you and your agenda. With your commitment and action you will be getting more of what you want and less of what you don't want in life and work.

This document is designed to get you up and running as quickly as possible – consider it an orientation on what coaching is, how sessions run and what to expect. Please make notes of any questions you may have about its contents. I like to continually improve all my documentation so if anything is unclear I like to know about it!

I am very excited to be working with you and look forward to getting to know you,

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Authenticity, Connection and Clarity for People, Leaders and Teams.



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The way I see life and everything in it

I see life as a neutral field of potential, ready to be shaped and painted into whatever we want it to be through our thoughts, speaking and action. We've been doing that all our lives – and we've got results accordingly.

How I see Coaching

Coaching is not a remedial intervention. There is nothing 'wrong' with someone who chooses to engage a coach, quite the opposite. There is a desire for growth and development, and, like a top sportsperson or team, a desire to keep on getting better with the understanding that working with another person, as a team, we have access to more data and can course adjust quickly, take shortcuts, be challenged beyond our working paradigm and get results quicker than we could on our own.

Coaching is about possibility and in choosing coaching, we invite-in the opportunity and space for deep reflection, challenge, to look things we might usually avoid or shy away from, to get feedback, to experiment, to stretch and take big actions we may have deemed 'too risky' before as well as small steps when we can. For high-performers, it can take as little as 4% change to create remarkably different outcomes.

How I See My Clients

The people I work with don't 'need' coaching. They are already high performers, and have got to where they are by thinking a particular way, communicating well and taking specific and consistent action.

My clients also understand that 'what has got them here, won't get them there'; and that in order to create something new they need to develop a new, different, way of thinking and 'being'. That can take time, or it can take having a coach.

Coaching clients understand that having someone with them, shoulder-to-shoulder, as they progress, pays huge dividends. I have some people that I've worked with for 5+ years, and some who come to coaching for a very specific purpose and period of time.

My Coaching Philosophy

I see everyone as wise, powerful creators – full of possibility and potential, even if they don't see themselves that way all the time. They are completely whole, resourceful, deeply resilient, never broken, and that there is nothing to fix.

We are all fallible human beings with things that we don't sometimes like about ourselves, and as a client, I want you to know that you, and every part of you, is welcome. All of you is welcome. The bits you judge as being 'wrong' the bits that are inconveniently not perfect yet, the bits that



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someone once told you were 'too much' or 'not enough'all of that and all of you is welcome here. Here, in your coaching sessions, you don't need to be anyone else but you. I have no expectations or ideas about who you need to be or should be or what you should and should not value.

How Coaching Sessions Work

Coaching sessions are typically 60-90 minutes long (as agreed), via Zoom, and we enter into a the session generally in one of two ways.

1. The client is clear about what they want to work on and has a general idea about what they want to get out of the session.
2. The client is not clear on what they want to talk about, yet after a period of time talking with the coach, the coaching topic arises naturally.

Please be aware that we don't need a problem or challenge that we're working on in order to show-up for coaching have the time be powerful.

Coaching Topics

I coach the person, not the topic, so bring any topic you want. I don't need to be an expert because you are the expert. The real coaching work is in who you, as a client, are becoming, and moving towards a way of being in the world that is congruent with what you want and the results you want to create.

My coaching aims to strengthen and free the client from outdated beliefs and self-judgement, and into self-trust, acceptance, finding inner balance and tapping into natural resourcefulness, creativity and resilience. Why? Because this is where real performance and innovation resides.

Clients might come in with a topic such as having handled an interaction poorly (and beating themselves up over it), and leave with a renewed sense of self-acceptance and peace. Another client may come into a session feeling stuck or blocked on something, and leave with a great idea and a plan. One client might want to use their session to do some deep, partnered thinking about their next career step or a problem they are grappling with. Sometimes clients come in with one idea and then realise that 'that isn't it', and leave with something far greater, more authentic and valuable than they were asking themselves for originally.

Accountability

Coaching sessions are containers for clients' deep thinking, to be heard and connect into their innermost creative self. It is the client's responsibility to show up, be vulnerable, leave nothing on the table, hold nothing back and as your coach I commit to doing the same, and we will do everything within our power to create an environment that will encourage us both to fully show up. Please be clear, that my intention is to **serve** you, not please you. That can feel uncomfortable and stretch you into new places and spaces.



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We will be co-creating the experience and we both need to lean into this. The client is always responsible for their results, the coach cannot 'do' for the client. Something not working right? Let's figure it out.

Progress

90% of coaching happens between the sessions. Wait, what?!

Coaching sessions are concentrated moments of time, attention and focus which inform and influence the 90%. In-between sessions you will be taking action – sometimes overt action and sometimes what we call a 'being action' when you choose to operate from an entirely new perspective. Whatever it is you are working towards between sessions, it's really useful to view all that you do within and between sessions as 'experimentation'. You won't get everything right, you will fail and there may be times when you'll want to throw the towel in. This is normal and is all part of the process. Success exist on the other side of risk.

Commitment

Your level of commitment to the coaching (which is really a commitment to you, and your life – even if we're looking at mainly work-related issues), will dictate the results you get. 'Kinda want coaching' equals 'kinda' results. A 200% commitment level will take your investment (time, money, mental, emotional) and supercharge your results. I invite you to prioritise your coaching sessions, and do not change them except in extreme circumstances such as illness and bereavement.

"The moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favour all manner of unforeseen incidents, meetings and material assistance which no man could have dreamed would have come his way."

W.H. Murray, Adventurer and Pioneer

Insight

There is one thing only that creates change, and that is insight. Insight is a realisation, a new thought, a new way of seeing something, a little miracle. When we see things differently, things shift at a fundamental level. The tricky bit is that we cannot predict **when** an insight is going to occur and I cannot 'make' you have an insight, or predict what your insight will be. They are unpredictable little suckers. Like Magic Eye illusions of the 1990s, the more we try to see the insight, the harder it becomes to see it. But, when we softened our focus, the image may become clear. In coaching sessions, that's what we're going for – soft focus and relaxation. Trusting and tapping into our inner wise self instead of rinsing our intellect and trying hard to figure things out.



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Vulnerability

Please come 'as you are' to sessions. I'm not interested in the glossy, got-it-all-going-on version of you, that's not where insight happens. The more willing to be vulnerable you are (and I am), the more we invite transformation into your life. Working in the murky waters of our deepest fears and or uncomfortable feelings IS THE WORK.

This is not easy (I know, I'm personally coached regularly).

We have all developed a lot of thoughts and behaviours aimed at protecting ourselves from feeling uncomfortable feelings. But, what if we don't need to protect ourselves from feeling uncomfortable feelings?

Take a very common protective habit of perfectionism for example. Perfectionism is a thinking habit we develop early in life, in order to avoid being 'attacked' in some way and feeling uncomfortable. Perfectionism also stands between us and what we want to create in our lives because it does not encourage stepping into the unknown and experimentation. Once we truly see where uncomfortable feelings are really coming from, we realise that we don't have to be frightened of them and we get to release a brake that has been holding us back.

Intimacy & Confidentiality

Coaching is intimate by nature, and my confidentiality is assured.

The only caveat to that is when it is established that illegal activity has taken place, if I am required by law enforcement or court process to provide evidence or there is an imminent or likely risk of danger to self or others etc.