



leadership  
design  
studio

# Coaching services

"Coaching is the art of creating an environment, through conversation and a way of being, that facilitates the process by which a person can move towards desired results in a fulfilling manner."

*Timothy Gallwey*



# What is coaching?

Coaching is a partnership between a coach and the client and is a thought provoking and creative process that aims to increase awareness and identify actions. It is a non-directive style, built on listening, questioning and withholding judgement.

Coaching is fundamentally about facilitating a change that will lead to desired results; creating a movement from a current state to a more desirable future state.

## Coaching as defined by the International Coaching Federation (ICF):

The International Coach Federation adheres to a form of coaching that honours the client as the expert in their personal and/or professional life and believes that every client is creative, resourceful, and whole. Standing on this foundation, the coach's responsibility is to:

- Discover, clarify, and align with what the client wants to achieve.
- Encourage client self-discovery.
- Elicit client-generated solutions and strategies.
- Hold the client as responsible and accountable.

Professional coaching is an ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations. Through the process of coaching, clients deepen their learning, improve their performance, and enhance their quality of life.

In each session, the client chooses the focus topic, or dilemma of the coaching conversation. This can be in the form of a virtual or physical meeting. The coach actively listens and contributes with observations and questions. The coach will support and challenge the client to create clarity, deepen their learning, and move them into action.

# The benefits of coaching

Coaching is fundamentally about change. It engages the attitudes and feelings of the client and provokes positive and self-driven changes that pervades every aspect of their life.

Coaching is designed to create short-term results and build the long-term capability of clients to handle future opportunities and challenges. The process focuses on learning and growth, as well as actions and concrete results. Action and learning are fully integrated in the coaching process.

Coaching is designed to challenge and shift our perspectives, so that we see new possibilities for potential action. This is based on the premise that our reality is determined by our perceptions, beliefs, and attitudes – all of which we can change to uncover new possibilities for ourselves.

## Personal Benefits of Coaching

The personal benefits of coaching are as wide-ranging as the individuals involved. It provides an invaluable space to unleash personal potential. Numerous clients report that coaching positively impacted their careers as well as their lives by helping them to:

- Establish and take action towards achieving goals
- Become more self-reliant
- Gain more job and life satisfaction, [with self driven changes that are far reaching and comprehensive]
- Contribute more effectively to the team and the organization
- Take greater responsibility and accountability for actions and commitments
- Work more easily and productively with others (boss, direct reports, peers)
- Communicate more effectively [and engage in more authentic connections with self and others]

## Benefits of Coaching in Organisations

Leaders should not underestimate the impact of coaching on their people as it frequently creates a fundamental shift in their approach to their work. For example, increased self-confidence enables employees to bring more of themselves into the workplace.

- Empowers individuals and encourages them to take responsibility
- Increases employee and staff engagement  
Improves individual performance
- Helps identify and develop high potential employees
- Helps identify both organizational and individual strengths and development opportunities
- Helps to motivate and empower individuals to excel
- Demonstrates organizational commitment to human resource development

*Source: Ken Blanchard Companies*

**80%**

**of people who  
receive coaching  
report increased  
self-confidence**

**over  
70%**

**benefit from improved  
work performance,  
relationships & effective  
communication skills**

**86%**

**of companies report  
that they recouped  
their investment on  
coaching and more**

*source: International Coaching Federation*



**"Coaching is not telling people what to do; it's giving them a chance to examine what they are doing in the light of their intentions."**

*James Flaherty*

## How does coaching work?

Coaching uses the power of relationship, process and conversation to facilitate positive change that leads to desired results. It is a process that involves:

- A focus on building from strengths
- An appreciation of what is already working
- Focused inquiry
- An action-reflection learning cycle

### A PROCESS OVER TIME

While coaching can happen in a single conversation, it is most effective when it is treated as a process over time. Coaching serves to continuously focus attention and efforts on those actions that will best facilitate movement towards the desired outcomes. It is an ongoing relationship in which both coach and client commit themselves. The terms of this relationship are formalized in the discovery session.

### GETTING STARTED

The Getting Started meeting sets the stage for the coaching relationship and models what to expect from the coach as the relationship progresses. This will vary with the personality and style of the coach and the nature and context of the relationship. Some of the elements that are typically covered in a Getting Started meeting include: Clarifying Values, Visioning a Future Compared to Current Reality and Setting Goals and Expected Outcomes.

### THE COACHING MEETING

The coaching conversation is a catalyst designed to move clients forward towards their desired results. Each meeting is goal focused and with the coach's presence, offering powerful questions and insights, the client determines tangible, desired actions. There is no one recipe for a typical coaching meeting. Some of the variables that will impact the content and flow of a meeting include: the nature and context of the relationship, where the client is at in the process related to their goals, and how the client wants to be coached.

### IN BETWEEN COACHING SESSIONS

The real movement happens between the coaching meetings, as clients act, learn and grow in their lives. In an ongoing coaching relationship coach and client co-create a next step that will 'pull' the client forward in the process. The content of this next step will depend on the specific desired results but, in general, it serves to deepen the client's learning or further move them towards their goal.

## Piqued your interest?

We'd love to hear from you. Get in touch and begin the journey to success. You can contact us at [info@ldstudio.org](mailto:info@ldstudio.org) or visit our website at [ldstudio.org](http://ldstudio.org)



**leadership  
design  
studio**