

What is Coaching?

Coaching is a transformative, goal-oriented partnership that unlocks your full potential, both personally and professionally. Unlike casual chats or therapy, coaching focuses on identifying the changes you want and empowers you to achieve them.

The International Coaching Federation (ICF) defines coaching as:

"Partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential."

Simply put, coaching offers clarity, focus, and actionable steps toward meaningful change — whether it's finding a new career, building better relationships, or gaining control of your life.

How does coaching work?

At its core, coaching is a conversation with a purpose.

Unlike chats with friends, coaching is a focused process designed to:

- Help you identify and define your goals.
- Explore possibilities you hadn't considered.
- Remove barriers and unlock potential.

Through skilled questioning and active listening, a coach taps into your unconscious mind, helping you uncover insights and create a path forward.

What Can a Coach Help With?

From career transitions to wellness and mental health, coaching is personalised to you. Here are some areas a coach can support:

- Navigating life or career changes.
- Developing confidence and leadership skills.
- Building healthier relationships.
- Finding balance and wellness.

No matter how small or big your desired change feels, coaching opens new doors that lead to growth and fulfilment.

Are you ready to take the next step?

Reach out to learn more.

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