



PERSONAL STABILITY | BUSINESS FOUNDATION

## Coaching

### What is 'Coaching'?

Coaching work is a collaborative effort with a client that engages in a thought provoking and solutions oriented process that will encourage, inspire and provide practical framework to develop his/her personal and professional capacity.

### How does Coaching work?

Coaching is similar to the rest of reality of life – it is as effective as the work you, the client, put into it. To be effective it is important to establish what you want – your goal(s). This may appear easier than it really is. The 'want' is a derivative of who you perceive yourself to be, your level of self-awareness, and emotional intelligence that you have developed over the years. Quite often it is we that get in the way of our own goals! It is our belief that that client has the solutions and answers to all aspects of his/her life. It is a matter of making a fundamental choice to shift paradigm and choose freely.

We all grow up with a certain set of beliefs, social and cultural conditioning and consequently almost "inherently" predisposed to various assumptions and outlooks in our lives. Our history tends to influence our views, in turn our views determine our attitudes, and attitudes shape our everyday reality. One of my favorite expressions "... one cannot get to Tampa with directions to Montreal..."; it is paramount to understand your strategy, to select appropriate tactics, and develop the skill the reevaluate the environment for changes by continuous self-awareness and staying in tune with the rest.

Coach's role is to help the client to identify the areas of assumptions, question the dogmas of our operating reality, and provide skills to the clients to be better in tune with him/herself. Essentially, it is the freedom to choose and liberty in our choices that coaching illustrates.

### Why Coaching and not Counseling?

Counseling is primarily prescribed as a result of medical or psychological health situation. Emphasis of this work is often on resolving dysfunction, pain, and improving psychological functioning of the client.

Coaching imparts a practical framework of thought and activities for outcomes and change. The driver of the coaching process is the client, and by nature of collaborative work client is willing to consider new perspectives and invest time to see through the changes in his/her personal and professional life. The distinction in a coaching relationship is in action oriented approach, accountability and follow-through. Positive outlooks on life, good feelings are residual effects

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PHONE (519)341-4175 | (905)746-7274 | (416)619-9268 FAX 1(888)465-6621 [EQFINANCIAL.CA](http://EQFINANCIAL.CA)

GUELPH 111 STEPHANIE DRIVE, GUEPLH, ON, N1K 1X7 | HAMILTON 85 CLIFTON DOWNS ROAD, HAMILTON, ON, L9C 2P4

TORONTO 65 MUTUAL STREET, TORONTO, ON, M5B 2A9

of coaching; however the main objective of the work is on actionable strategies and tactical plan to achieve client's specific goals.

### **What to expect during coaching process?**

Coaching process begins with a personal interview, and this can be done either face-to-face or by a telephone call. We prefer a face-to-face interaction at least for the first session, as it allows for better rapport building and better sense development both for client and the coach. The first session's objective is to set up scope of relationship, priorities, and begin establishing goals and desired outcomes.

Subsequent sessions can be conducted in person or by telephone and is at discretion of client. Client may be asked to perform certain exercises and complete tasks to support the achievement of earlier established goals. Coaching is an interactive process that will also require personal development and initiative from the client. Coach may ask the client to read specific articles, journals, and share some of the observations and reflect on discussed topics. It is important to note here that each coaching relationship is unique and is tailored for client's needs.

During the process client will be exposed and learn application of the concepts, frameworks and models. Principles for frameworks and models are derived from behavioral sciences, cognitive psychology, business and management literature, spiritual traditions and other appropriate sources. The intent is to give client tools to establish working framework of thought to drive results, and also focus on the elements of the appreciative approach: what is working, what is right, what is wanted, what is needed to get there. This collaborative approach allows the client to focus on effective communication, separating fact and story, constructive interpretation of observations, providing constructive feedback to others. The goal oriented approach and action plan will enable client to envision and drive to success instead of focusing on problems and perceived barriers.

The length of the coaching engagement varies depending on client's needs. From coach's perspective, one of the skills we develop with clients is a sense of timing and self-pacing. Nature of goals and personality of the client are determinants in timing of completing the set out goals.