

# Understanding Coaching as a means of self enhancement

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# Workshop aims

- understand the coaching process
- differences coaching, counselling, psychotherapy

# What is Coaching?

*Most coaching models are:*

- Practical
- Skill based
- Individually tailored
- Results driven

# What is Coaching?

- Usually short-term
- Based in present & future
- Not a substitute for personal motivation

# Coaching definition

*“A collaborative solution-focused results-orientated and systematic process in which the coach facilitates the enhancement of work performance, life experience, self-directed learning and personal growth of the coachee (Grant, A, Sydney, 2000)*

# Types of Coaching

- Business/Executive
- Life/Personal
- Speciality/Niche

# Types of Coaching

*Executive Coaching can be split into:*

- **Performance**, *e.g. problem solving, skill development*
- **Excellence**, *e.g. staying sane and ahead of the game*

# Types of Coaching

*Life/Personal Coaching could include:*

- Relationships *e.g. work, family, friends*
- Parenting *e.g. child care, step-parenting*
- Work *e.g. career coaching*
- Health *e.g. fitness*

# Types of Coaching

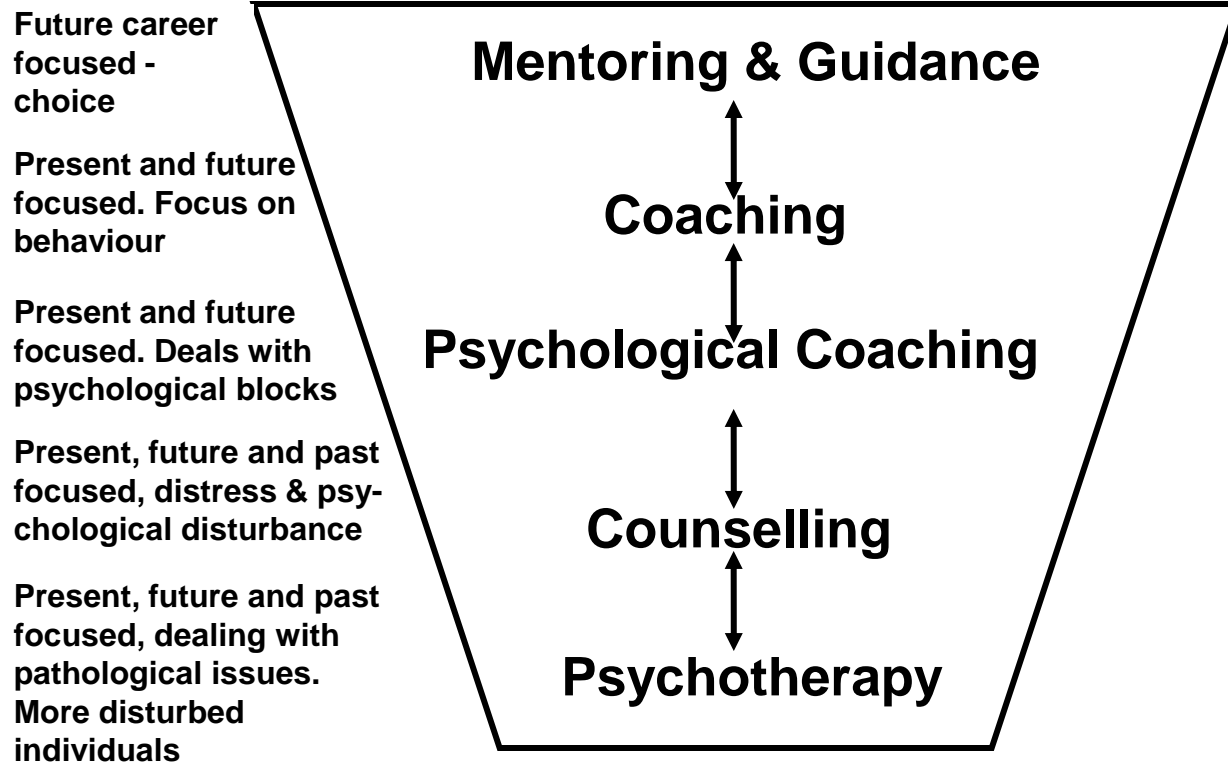
*Speciality/Niche Coaching could include:*

- Stress
- Confidence
- Leadership
- Health

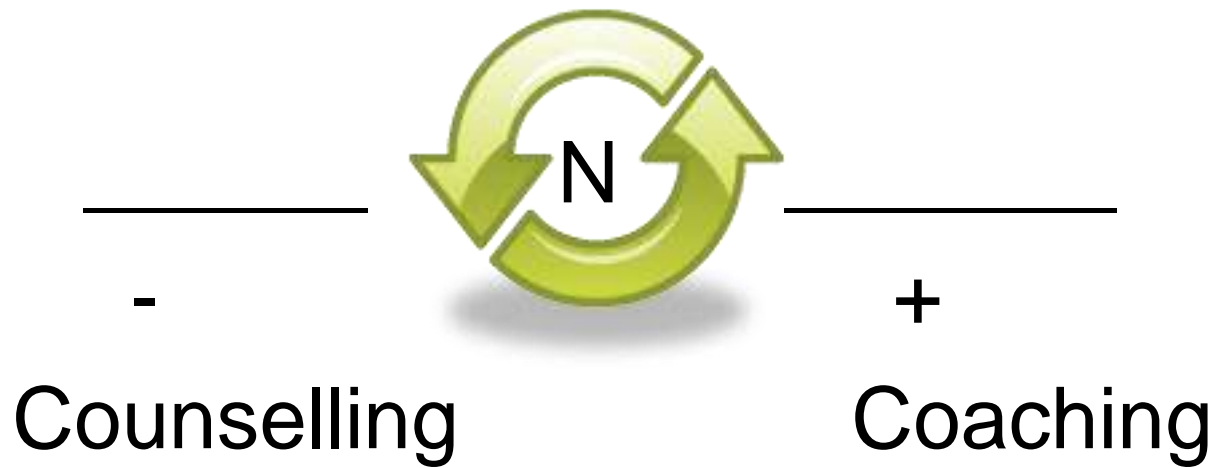
# Types of Coaching

- Individuals
- Couples
- Groups/Teams
- Families

# Coaching continuum – the differences



# The Minus Plus Model



# Ethical responsibilities

- Coaches are ***NOT*** therapists
- Refer clients on where appropriate
- Mixing skills can have a downside, *e.g loss of structure and confusion*

# First meeting

- Choice of coach
- Assessment of individual needs and coach competence
- Opportunity of showing how you work

# Behavioural Contract

- Planning your Journey
- Overall Objectives
- Measurable Outcomes

# Behavioural Contract

## **Measurable Outcomes**

*“If you were more confident, what would you be doing differently? How would you know? What would be happening that is not happening now?”*

# Professional requirements

- Professional Qualifications (*NVQ's*)
- Academic qualifications (*Certificate, Diploma, MSc, PhD*)
- Accreditation (*experience & skills*)
- Coaching Supervision

# Coaching draws on

- Psychology
- Motivation
- Individual Learning and Development
- Goal Setting

## Coaching draws on

- Organisational and individual change
- Therapist client relationship
- Stress Management and prevention

# Professional bodies

Association for Coaching

[www.associationforcoaching.com](http://www.associationforcoaching.com)

European Mentoring Coaching Council

[www.emccouncil.org](http://www.emccouncil.org)

International Coaching Federation

[www.coachfederation.org.uk](http://www.coachfederation.org.uk)

BPS Special Group Coaching Psychology

[www.sgcp.org.uk](http://www.sgcp.org.uk)

# Reading

- Life Coaching – a Cognitive-Behavioural Approach, Michael Neenan & Windy Dryden, Brunner-Routledge
- Essential Business Coaching, Averil Leimon, Francois Moscovici, Gladeana McMahon, Brunner-Routledge
- Confidence Works – learn how to be your own Life Coach, Gladeana McMahon, Sheldon Press
- Coaching for Performance, Sir John Whitmore, Nicolas Beasley Publishing

Thank you

Thank you for listening

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