

BASIC PRINCIPLES OF COACHING

- *When conducting intakes we consider the whole person.*
- *Coach listens for problems, obstacles and solutions that client raises.*
- *Client's goals are essential; coach's behavior is subject to client's goals.*
- *Coach establishes criteria for performance together with client.*
- *Coach works with the client's agenda. We make sure not to let our mental/emotional/religious orientations influence our work.*
- *Before beginning our sessions with our clients we explain our work style, rules, fee structures and payment systems.*
- *Both client and coach are completely present during sessions. (No phones or other distractions.)*
- *Coach works with client's potential and her previous successful actions.*
- *Coach creates an ESE (emotionally safe environment) for the coaching.*
- *Coach engages client in actions that contribute to accomplishment of client's goals.*
- *Coach tailors assignments to client's needs.*
- *Coach makes himself/herself available for brief phone or email check-ins between sessions.*
- *Coach does not diagnose or make psychological interpretations.*
- *Coach uses systematic constructive/supportive questioning to guide the client towards solutions.*
- *Coaching involves goal formulation, goal-oriented thinking and goal-specific action.*
- *Our clients are multi-intelligent human beings. As coaches we deal with ALL areas of intelligence.*
- *Client is CO-Creator of the coaching process.*
- *Client is a self-healing system, and has answers to his/her problem.*
- *If the coach is unable to help the client, she needs to make that clear to the client and refer the client to someone who is better able to help him.*

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