

# Personal Coaching Approach

## Introduction

I believe that coaching is the answer to many of the challenges we experience during our daily lives.

## Situation

Often, we get that little voice inside our heads, our “Self”, saying, “You are useless!” or “You can’t do that!” or “You are not good enough!”, and, “It’s just too difficult”.

There are many references to the uses and benefits of Coaching. Some of these are:

- Enhancing Sales force performance
- Reducing workplace stress
- Creating organisational cultural change
- Business Coaching
- Enabling digital technology change projects
- Facilitating work performance
- Dealing with resistance to change in low performing management
- Engaging the workforce
- Improving communication and leadership skills
- Helping with career development
- Supporting Behavioural change
- Team building and group development

Plus, many other applications.

One may determine that some of these coaching applications are group and team based, but many are equally applicable to individuals.

## Problem

The voice in our head often acts as a saboteur, not because of some nasty intent to see you fail, but borne out of our deep-seated primordial focus to stay alive and to keep safe. Your self is happiest when you do nothing and don’t take any risks.

We get stuck in a rut and feel we are not going anywhere, but we are too frightened to take acting that will change the situation. Alternatively, we may feel that we are the victim of another person’s or group decision and we blame others for our poor performance or inability to get something done. At other times we just lack clarity or don’t see a clear way forward.

## Solution

Coaching is viewed as a collaborative relationship between a coach and a coachee for the purpose of attaining professional or personal development out comes which are valued by the coachee (Spence and Grant, 2007).

All my coaching is quintessentially grounded in Humanistic and Behavioural psychology particularly in the areas of enabling positivity and enhancing feedback communication.

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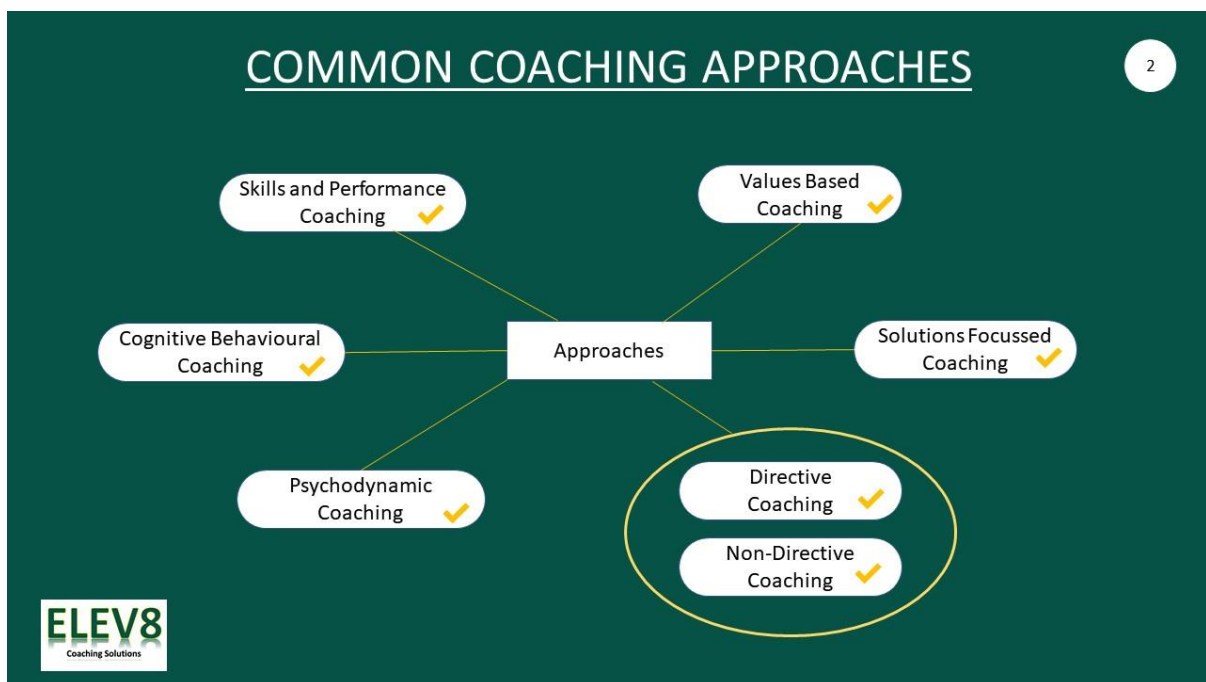
The Wiley-Blackwell Handbook of the Psychology of Coaching and Mentoring states ...

“At its core, the coaching process is a relatively straightforward one in which the coach helps stretch and develop their coachees current capabilities or performance, by helping individuals to:

1. Identify desired outcomes
2. establish specific goals
3. Enhance motivation by identifying strengths and building self-efficacy
4. identify resources and formulate specific action plans
5. Monitor and evaluate progress towards goals
6. Modify action plans based upon feedback.”

In the case of personal or individual coaching, there are several recognised and documented coaching methods or approaches and some of these are:

- Values-based Coaching
- Solutions Focussed Coaching
- Directive Coaching
- Non-Directive coaching
- Skills and Performance Coaching
- Cognitive Behavioural Coaching
- Psychodynamic Coaching



I use a combination of these approaches, determined by the coachees state and the fact that several of these approaches compliment one and other very well and have proven to be successful for my clients on many occasions.

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