

# Values-Based Coaching

## Introduction

Often Coachees turn up very frustrated and sometimes angry. They explain that they have followed all the correct procedures for setting their goals, and they have developed personal action plans and they have diligently followed the process – they say. “I know I can do it, and I think I am doing the right things, but I just can’t seem to get there!”

## Situation

These symptoms are usually, in my experience, due to a value or a belief being compromised.

## Value Based Coaching

Coaches have the extraordinary opportunity to assist people in getting in touch with their real feelings, emotions, and values. Once we are clear around our values, making decisions is easier, working in alignment with others is easier and coachees begin to flourish.

## Outline Concept

We all have values that are important to us. Our values come from our beliefs. Our family, friends, community, and the experiences we have had all contribute to our sense of who we are and how we view the world.

A value may be defined as something that we hold dear, those things/qualities which we consider to be of worth - Valuable. Values are principles, standards, or qualities that an individual or a group of people hold in high regard. These values guide the way we live our lives and the decisions we make. Some people see great value in life and will not tolerate the notion of “the death penalty” as a recourse for our judicial systems, whereas others see the value as less important and are prepared to accept the Death penalty.

Core values are those values that are most important to you – your most deeply held, highly cherished ideals. Core values usually can be stated in one word, such as freedom, equality, or justice. They define who you are as a person. Probably their most important function is to guide your decision-making and daily behaviour.

## Coaching Principles

When coaching around values, the following principles are important to me:

1. Work with the coachees values and not mine
2. Support the coachees views
3. Be gentle but honest with any contention
4. Seek to understand the emotions involved
5. Ask questions rather than offer answers

# Values-Based Coaching

Discover some of your values

**Behaviour in sport** – Do you value sportsmanship? Is winning the only thing? Do you value team spirit? How do you feel about bad language on the sports field?

**Manners** – Do you think manners are important. Are you respectful of elders? Should you open the door for ladies and offer your umbrella when it is raining? What side of the pavement do you walk with a child or a lady?

**Clothes** – Do you believe we should dress for work? Do you approve of tight-fitting sportswear?

**Family** – What values do you hold about family both close and extended family?

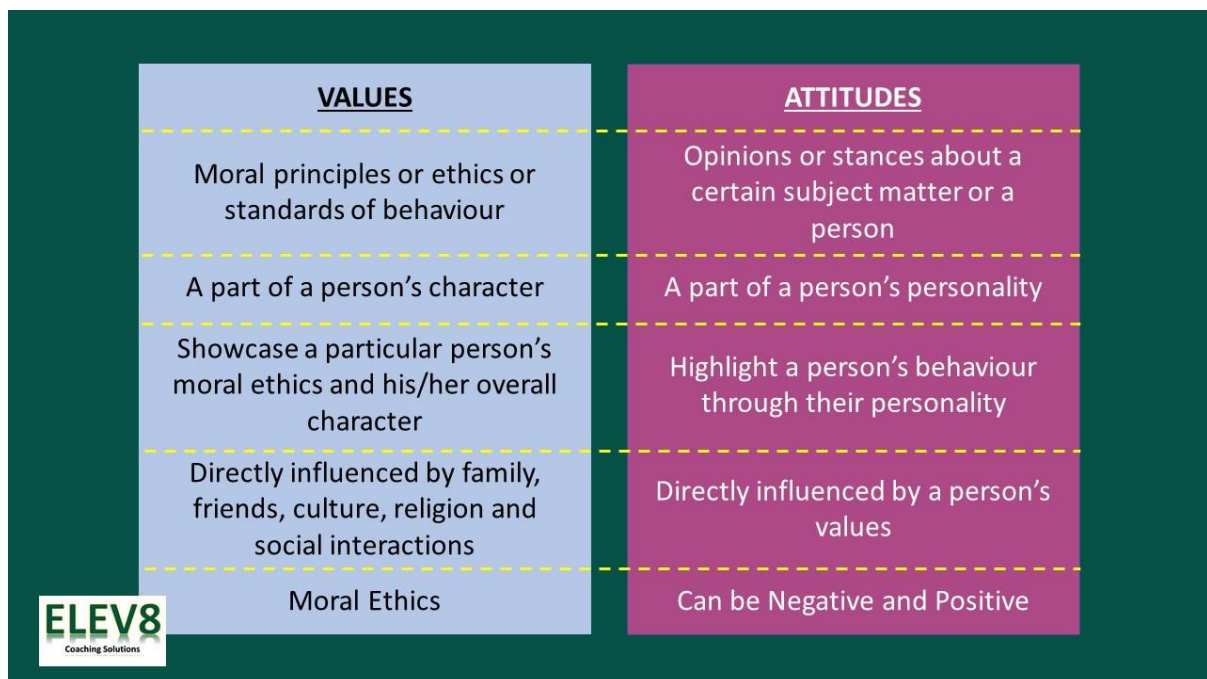
## Note

It is important to understand the difference between Beliefs and Attitudes. Beliefs come from real experiences. Attitudes tend to be a group of feelings or behaviour tendencies directed towards specific people or groups. Attitudes are often what we think is the “proper” way of doing something.

Values drive, guide and motivate the attitudes and actions of an individual or a group. Some values stand up well over the test of time; they are normally good or rightful behaviour. Honesty and kindness are often quoted examples.

Attitudes are judgments, standpoints or opinions about a certain subject matter or a person. These standpoints or opinions are formed based upon that person’s values and emotions. In brief, attitudes are the personal responses according to that person’s preference.

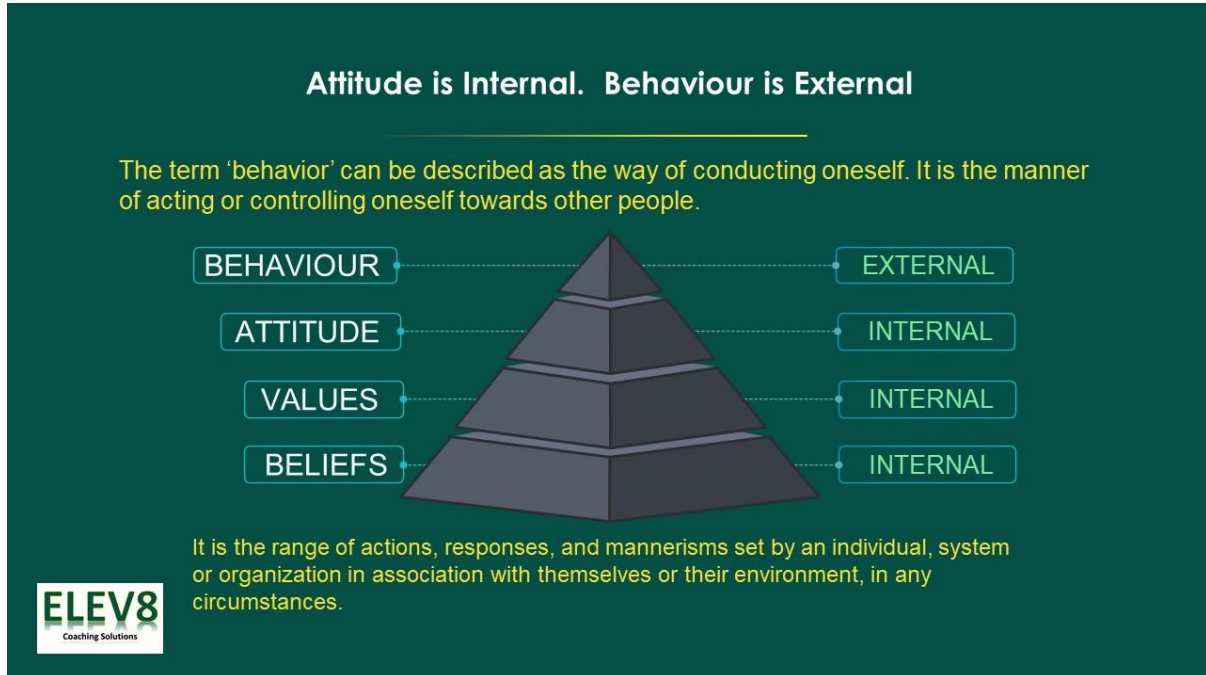
Consider the varied attitudes towards social issues such as matrimony, abortions, homosexuality, etc.



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## Conclusion

Both values and attitudes are integral components of a person's overall behaviour. Values and attitudes are inter-related to each other. Attitudes are influenced and built upon one's values. Hence, attitudes are the ultimate response one holds towards some subject matter according to their moral values. Thus, the main difference between values and attitudes is that the values are built upon one's moral attributes while attitudes are the standpoints one has regarding various issues.



Your Beliefs, Values and Attitudes have a direct influence upon your attitude and how you perceive and are perceived in the world.

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