

- Lesson 1-

Coaching Foundations

COACH MASTERY

The **BRILLIANT COACH** Program has been designed to provide you with the necessary coaching skills to be a brilliant coach.

This training is highly practical and experiential, with the focus on developing real expertise in coaching techniques and processes.

Mastery

COACHING • CONCEPT • PERSONAL

Coaching MASTERY

COACHING THEORY and COACHING PRACTICE

TODAY WE'LL COVER WHAT COACHING IS... AND WHAT IT ISN'T.

YOU'LL LEARN ABOUT PLACES COACHING CAN BE USED.. AND WHEN IT SHOULDN'T.

**AND YOU'LL UNDERSTAND THE
KEY COMPONENTS OF A
COACHING DYNAMIC.**

A word about your 'clients'...

LET'S START AT THE BEGINNING...

WHAT IS *Coaching?*

COACHING CAN BE A NOUN, A VERB AND A JOB DESCRIPTION.

A COACH IS NOT...

A CONSULTANT

Provides you with advice about what you should do and how you should do it.

A TRAINER

Teaches you how to achieve a degree of proficiency in an activity or skill.

A MENTOR

Invite you to learn from their own experiences, knowledge and skills.

“A coach supports, challenges and encourages you while you work out the best thing to do and the most effective way for you to do it.”

DOMONIQUE BERTOLUCCI

**COACHING IS NOT ABOUT
'HELPING'**

**IT'S ALL ABOUT
GUIDING AND SUPPORTING**

**A COACH CHALLENGES
AND SUPPORTS YOU...**

**BUT WON'T DO
THE WORK FOR YOU.**

COACHING SKILLS V A COACHING ROLE

COACHING SKILLS CAN BE USED

- **AT WORK:**
to motivate people and get the best out of your team.
- **IN RELATIONSHIPS:**
to assist in having open and honest conversations.
- **PARENTING:**
to develop self esteem and manage behaviour.
- **SCHOOLS:**
to help students identify the right path and career choice.
- **FITNESS/WELLNESS:**
to support you in creating changes or achieving results that might be hard to achieve on your own.
- **EVERYWHERE WHERE EFFECTIVE COMMUNICATION IS NEEDED!**

COACHING SKILLS WILL HELP YOU

- BE A BETTER COMMUNICATOR
- HAVE MORE MINDFUL CONVERSATIONS
- DEAL WITH CONFLICT MORE EFFECTIVELY
- BETTER SUPPORT OTHER PEOPLE IN YOUR LIFE
- HAVE CLEARER BOUNDARIES
- HAVE BETTER QUALITY RELATIONSHIPS

As a coach you will learn to stop trying to fix things that aren't really your problem. You'll get much clearer on what your responsibility really is and discover a new way of 'helping' people that empowers them to help themselves.

COACHING ROLES INCLUDE

- LIFE/PERSONAL COACH
- LEADERSHIP/EXECUTIVE COACH
- BUSINESS/SUCCESS COACH
- HEALTH/FITNESS COACH
- SOBRIETY COACH
- RELATIONSHIP COACH
- PARENTING COACH
- FINANCE/WEALTH COACH
- AND MANY OTHER ENVIRONMENTS WHERE PEOPLE NEED GUIDANCE AND SUPPORT.

**THERE ARE TIMES WHEN
IT'S NOT APPROPRIATE
TO COACH...**

**IT'S IMPORTANT NOT TO COACH
WITHOUT AN INVITATION OR
WITHOUT REQUESTING
PERMISSION.**

To become a good coach it is important that you have **excellent coaching skills**, but to become a **BRILLIANT COACH** you also need to have an understanding of the **client's experience** and a **process** with which to **guide their progress**.

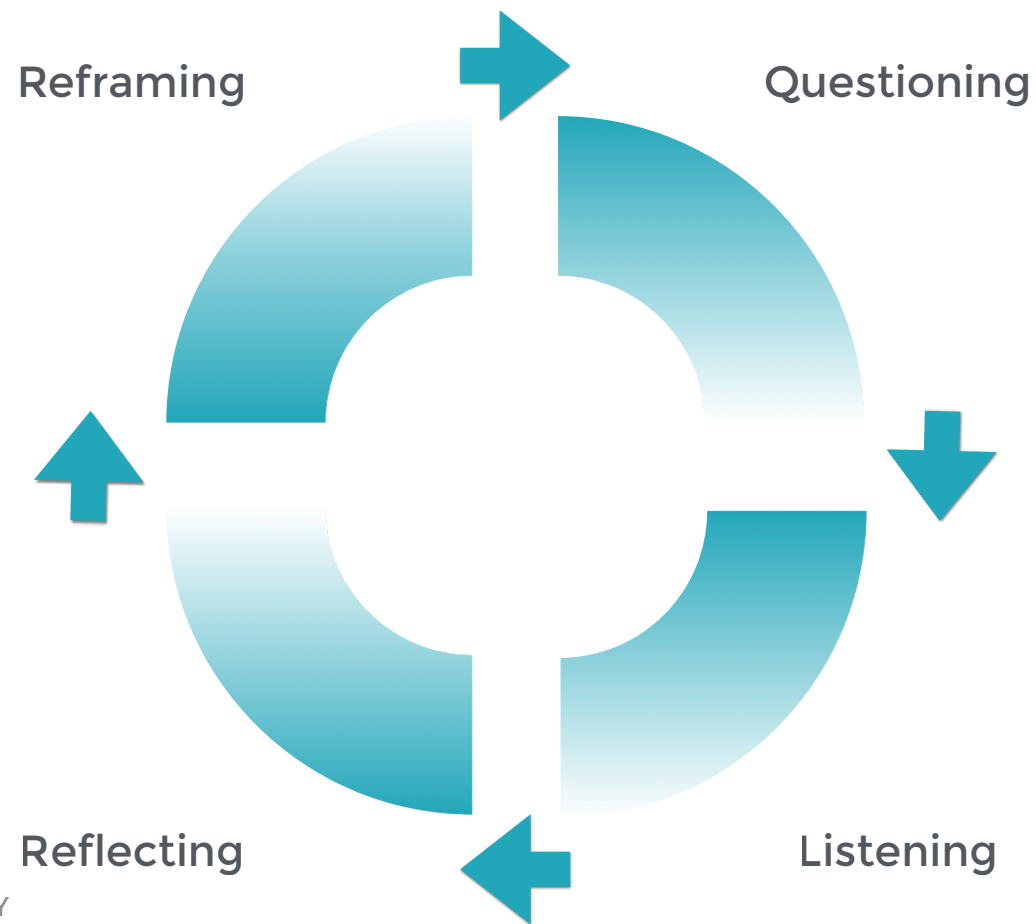
**A COACHING
CONVERSATION SHOULD
FEEL LIKE A RELAXED
CONVERSATION....**

**EXCEPT THE CLIENT IS
DOING MOST OF THE
TALKING!**

A COACHING CONVERSATION FOLLOWS A CYCLE.

COACHING DIALOGUE CYCLE

Coaching
MASTERY



**YOU'LL BE PRACTICING
THIS IN YOUR PEER
COACHING SESSIONS!**

**FOLLOW A
DIALOGUE MODEL
TO MAKE SURE YOUR
COACHING CONVERSATIONS
ARE MORE THAN
JUST A CHAT.**

You may have heard of the GROW Model
- GOAL, REALITY, OPTIONS, WRAP-UP -

At the **BRILLIANT COACH ACADEMY** we
believe that our clients need to shift their
focus from goals to **INTENTIONS**.

Our model is **IBEC**.

INTENTION BASED COACHING

I - INTENTION

B - BACKGROUND

E - EVALUATION

C - COMMITMENT

**YOU'LL BE PRACTICING
THIS IN YOUR PEER
COACHING SESSIONS TOO!**

YOU WILL MASTER THE ARCHITECTURE OF CHANGE AND THE POWER OF INTENTION

**AND USE THESE CONCEPTS
TO CREATE POWERFUL SHIFTS
FOR YOUR CLIENTS.**

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