Your vision will become clear only when you look inside your heart.
Who looks outside themselves, dreams: who looks inside themselves awakens. *Carl Jung*

What coaching is

- partnership which to work effectively depends on your willingness and readiness to be coached; to learn what you have yet to know; to enlist support when appropriate
- a series of focused conversations in a safe, confidential environment
- a process demanding active involvement, responsibility, accountability for creating desired results demonstrating the evidence that your goals have been achieved
- about setting clear goals initiating action, a process where change can take time or happen instantly … your choice
- learning that lays solid foundations for a fabulous future
- solutions focused; should make your socks squeak & your mind fizz if engaged 100%
- no chance of collusion with your well-worn story, favourite excuses, no place to hide
- an opportunity to challenge yourself; be challenged; your choice to shift out of your comfort zones
- a chance to more than fulfil your potential, step powerfully into your vision
- deeply transformational, creates space for significant growth and change
- practical, applicable immediately
- fun and a great opportunity to get over yourself

What coaching isn't

- a formula, a quick fix
- something done to you nor for you
- **Mentoring** – a mentor is a trusted guide and teacher, an independent, objective source of support, someone who has experience of the sector / industry of their client, who brings their knowledge and experience to help their client develop both professionally and personally to see the future, take opportunities, get results, be fulfilled. May also act as a sponsor.
- **Consulting** – a consultant is someone retained for expertise who will diagnose problems, prescribe and maybe implement solutions.

Truly effective coaching unleashes the individual spirit, deep desires, expands the client's capacity to achieve real change perhaps even provides personal transformation. It doesn't occur with simple techniques like goal setting or motivation. It occurs when coaching considers the underlying context for change and alters the client's experience of living more on purpose.

Coaching is a collaborative solution-focused, results-orientated and systemic process in which the coach facilitates the enhancement of work performance, life experience, self-directed learning and personal growth of the client. *Dr A. Grant [2000]*

Very cost-effective for the time-pressured senior manager – but in tough times they can feel the need to set a good example on expenditure and curtail the service. Trouble is, it's in the tough times they and their organisation benefit most from the tailored professional development and support that coaching brings. *SKAI – Purchasing Coaching in the UK 2008*

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