

What is Coaching?

Coaching, in the business world, is a process of support and feedback for a person who is interested in looking at his or her work from a new perspective and is learning how to master new methods and put them into their daily routine.

Coaching by Peggy Stinson is about adding to and strengthening a person's soft skills. During coaching sessions, three main areas are addressed: Communication, Interaction, Behavior.

The end result of coaching is to reach the agreed upon personal behavior changes and goals. By looking within him/herself, the coachee is able to see clearly, extending his or her own competence and in the end comes away with long-lasting tools for helping him/herself in future self-development.

Coaching Process

Normally it is recommended to attend 10-15 coaching sessions over a time period of approximately three months. The length of each session is normally 60-90 minutes. There are many exceptions to this rule, for example coaching can go on for many months, or it could be conducted in a one-day-long process.

The first 30-minute session is free. During that time the coach and coachee learn about each other. Additionally during the first session the coachee describes his or her situation and expectations for desired outcomes.

During the second step the coachee and coach reach agreement about the desired end results. Regular coaching sessions begin thereafter.

Coaching Compared to Training

Generally speaking, personal change processes usually require several months before they become automatic. People generally use their own methods of behavior which lead to success (or non-success) because they are used to those methods, and because it has served him or her very well to use those methods in the past. Changing those methods takes time.

In a training, a person receives new information within just a few hours or a day or two. The possibility to practice new methods learned in training is limited. Trainings are good for giving people exposure to new methods for use in their daily work. After training it is the responsibility of the trainee to be able to use the methods on a continual basis.

With coaching, the coachee has constant support for their personal change process over a longer period of time. As already state above, personal change processes need time. Time is important because several steps have to be completed one after another before the total process is finished.

In Coaching you will:

- 1.) look at your situation and your behavior in that situation from a new perspective,
- 2.) analyze the obstacles which have blocked your reaching your goals to now,
- 3.) neutrally take a look at your behaviors/reactions to those obstacles,
- 4.) discuss, consider and then decide on new behaviors/reactions,
- 5.) practice the new behaviors/reactions with your coach and then put them into your daily interactions,
- 6.) analyze the result of the process and when necessary make corrections until the desired outcome is reached,
- 7.) close the process.

How much does it cost?

Compared to training, coaching can be very cost efficient. For approximately the same price of a three-day training, you can generally receive three months of weekly coachings. That is three months of weekly support to reach your own personal goals. It means a continuous focus on your personal needs and your personal change process.

Privacy and Confidentiality:

All information exchanged between coach and coachee is held highly confidential. All information received by the coach will never be shared with a third party. In the case that the person hiring the coach is the direct supervisor of the coachee, general information regarding the coaching sessions will be shared with the supervisor ONLY AFTER being agreed upon by coach and coachee. In all situations, the specific information regarding the coaching sessions is held confidential and is NEVER given to a third person/supervisor.

Personal Responsibility:

The advise, perspectives, suggestions etc. from the coach for new methods/behaviors are to be taken as suggestions. The coachee takes full (100%) responsibility for the use or non-use of any new methods/behaviors and the result thereof.