

FACULTY SUCCESS

**What is
coaching?**



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What is Coaching?

Coaching engages individuals in a thought-provoking and creative process that allows them to assess where they are in relation to future goals in order to bridge the gap and maximize their personal and professional potential (ICF). Coaching is not mentoring, consulting, or counseling.

“Coaching is partnership (defined as an alliance, not a legal business partnership) between the Coach and the Client in a thought-provoking and creative process that inspires the client to maximize personal and professional potential.”¹

“Coaches are trained to listen, to observe, and to customize their approach to individual client needs. They seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach’s job is to provide support to enhance the skills, resources, and creativity that the client already possesses.”²

Characteristics of a Coaching Relationship³

Partnership Exists Between the Coach and the Coachee

- The Coach establishes clear agreements.
- The Coach creates a safe, supportive environment that produces ongoing respect and trust.
- The coaching relationship exists to serve the Coachee.
- Focus is on meeting the Coachee’s agenda.

Personal Growth and Change is Affirmed

- The Coach expresses genuine affirmation, support, and encouragement to the Coachee.
- Coach has sincere concern for the Coachee’s well-being.
- Coach gives respect, shows interest, and expresses belief in and for the Coachee’s goals

¹ International Coaching Federation, ICF, "Sample Coaching Agreement," <https://coachfederation.org/app/uploads/2017/11/SampleCoachingAgreement.pdf> (accessed 08/01/2020)

² Patrick Williams and Diane S. Menendez, *Becoming a Professional Life Coach, First Edition: Lessons from the Institute for Life Coach Training*, (New York, NY: W.W. Norton & Company, Inc. 2007), xxviii

³ Adapted from Mary Vestraete, "Characteristics of a Coaching Relationship," Center for Coaching Excellence. (accessed 80/01/2020)

and desired outcomes.

- The Coach uses language that has the greatest positive impact on the Coachee.

Responsibility Belongs to the Coachee

- The Coach trusts the Coachee to be responsible.
- The Coachee owns and follows through on the goals and action steps created.

Coach Believes the Best About the Coachee

- The Coach expresses genuine belief in the Coachee.
- The Coach demonstrates acceptance and nonjudgmental stance.
- The Coach gives room for the Coachee to fail.

Intentional Focus Is on the Coachee's Distinctiveness

- The Coachee's strengths are championed.
- The Coachee's uniqueness is respected.
- The Coachee's self-awareness is encouraged.

Exploration and Discovery Are Encouraged Through Active Listening and Powerful Questions

- The coaching relationship provides a safe environment for exploration and discovery of new possibilities and avenues.
- The Coach asks questions that create greater clarity, insight, commitment, new learning, and action.
- The Coach supports and affirms new goals and behaviors.

Integrity, Authenticity, and Sincerity Are Marks of the Coaching Relationship

- The Coach demonstrates integrity, authenticity, and sincerity.
- The Coach keeps commitments.
- Trust is a central standard of the relationship.