



COACHING

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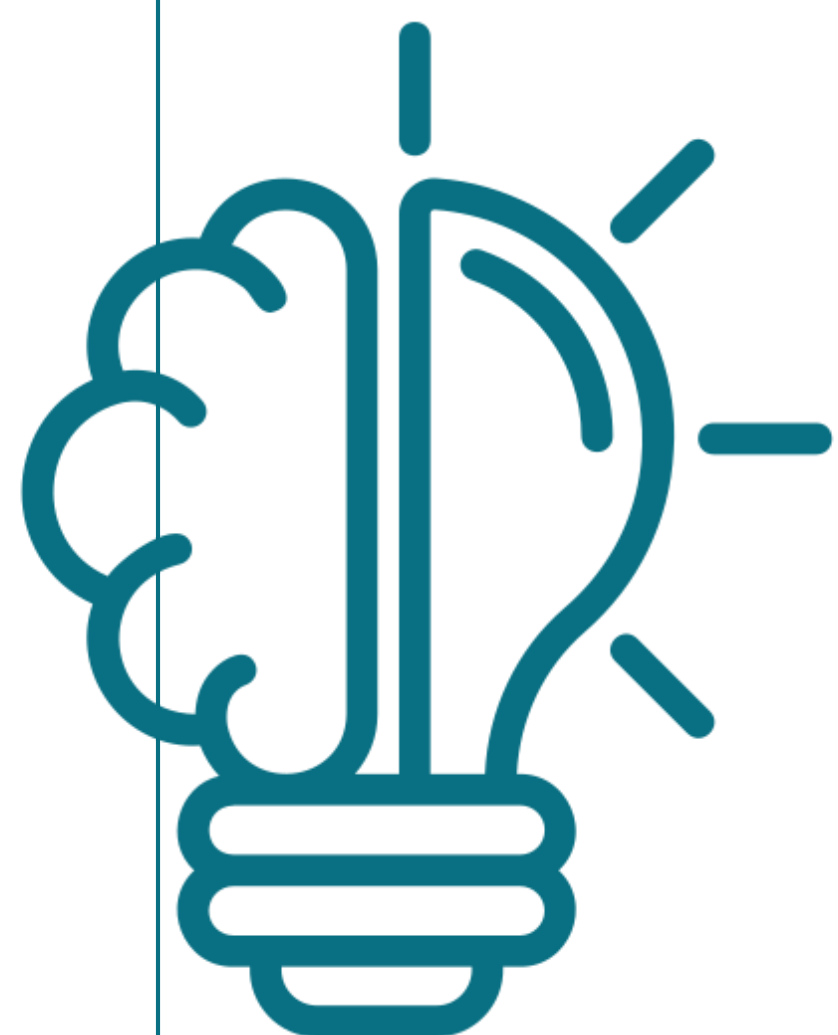
“ HELPING PEOPLE LEARN IS
BETTER THAN FINDING
SOLUTIONS FOR THEM ”

JOHN MAJOR



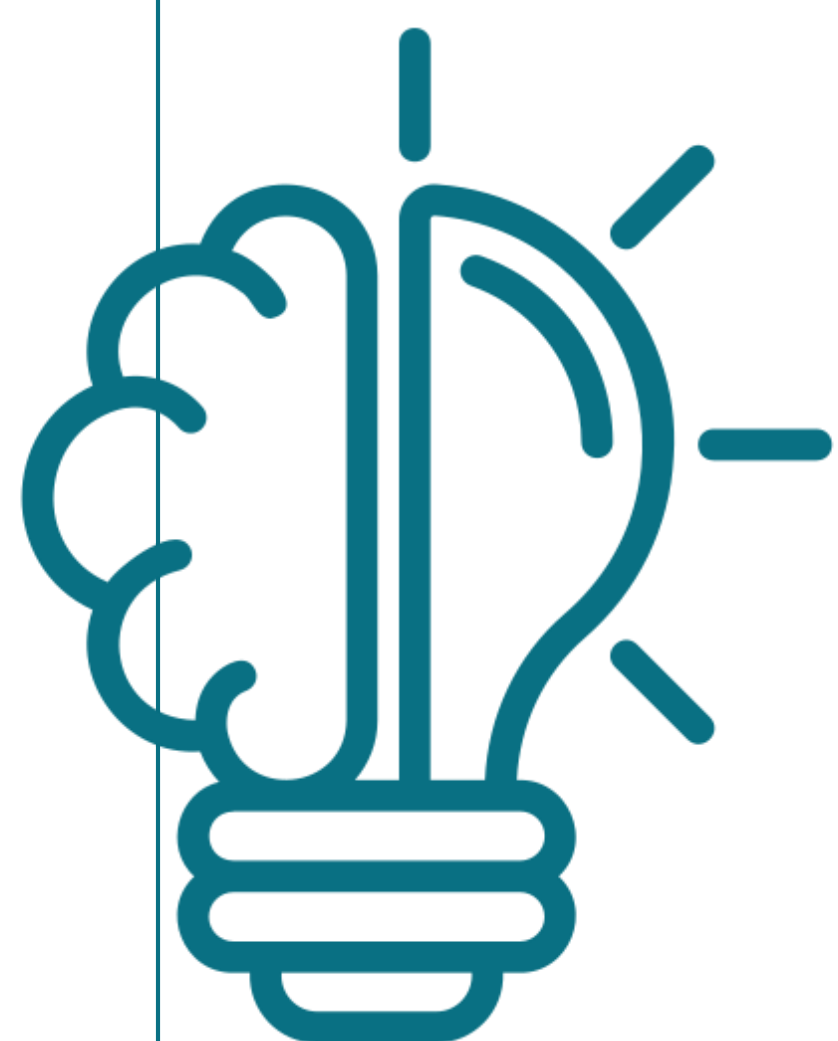
COACHING

Coaching is more relevant than ever in today's fast-changing world. We often need help making the turn transitions smoothly to stay agile and adapt effectively. According to the ICF (International Coaching Federation), Coaching is defined as a personal development methodology based on a partnership between the Coach and the client (The Coachee) where a thought-provoking and creative process inspires the coach to maximize his/her personal and professional potential. Coaching is a systematic process typically fostering the client's ongoing self-directed learning and personal growth.



COACHING

Coaching is a relationship between two partners, the coach and the client; the coach acts as a facilitator of awareness. through his ability to listen well and formulate appropriate "powerful" questions for the client, he provokes creative processes that inspire the coachee to maximize his personal and professional potential. In doing so, he helps him achieve a specific personal or professional goal. It has been proven that the coach can move through a "self-organizing goal-oriented cycle," which consists of a series of processes: setting a goal, developing an action plan, implementing the action, monitoring performance, evaluating performance, and finally changing the action.



Global organizations recognize the importance of a dedicated L&D strategy that cultivates leaders from within, enhances employee skills to strengthen team dynamics, and leverages diverse learning methods and different training techniques to accelerate skill development. **One effective way to grasp the core defining elements of coaching is by comparing it to other similar activities:**





Mentor

A mentor-mentee relationship is a long-term partnership built on trust, respect, and a shared commitment to professional growth. A mentor is typically, a highly experienced individual in a specific field who offers guidance, expertise, and career advice to someone with less experience, helping them develop skills and achieve their goals.



Therapist

A therapist works with clients to address psychological or physical symptoms, focusing on their mental health and emotional well-being.

Therapy typically aims to help individuals overcome past trauma, alleviate distress, and restore balance. Therapy often involves exploring past experiences to heal and move away from pain.



Consultant

A consultant offers specialized expertise to solve business challenges or enhance overall organizational performance. Rather than focusing on individual development, consultants work at the organizational level, providing strategic insights and recommendations. Their impact on individuals is indirect, as they primarily influence the company's structures, processes, and systems.



Facilitator

A "sidekick" who facilitates discussion among a group of participants, asks questions, leads discussions, provides interactive activities, and helps participants learn and build their expertise.

The facilitator does not have to be more experienced than the participants in the specific area.





A trainer is an expert who imparts specific skills and knowledge through structured instruction, relying on study, experience, or teaching methods. Training is typically designed to achieve immediate and measurable results by focusing on practical skill development. Training is usually conducted in a group setting, delivering knowledge to multiple participants at once.





A teacher's role is to transfer knowledge from expert to student, ensuring that learners acquire new information and skills. The teacher possesses the expertise that the student lacks and provides instruction to bridge that gap.





COACHING IS A PROCESS THAT FACILITATES PERSONAL AND PROFESSIONAL GROWTH BY HELPING INDIVIDUALS UNLOCK THEIR POTENTIAL AND ACHIEVE THEIR GOALS. COACHING IS MORE EXPLORATORY AND CLIENT-DRIVEN. A COACH IS NOT NECESSARILY AN EXPERT IN THE CLIENT'S FIELD BUT SERVES AS A GUIDE, ASKING POWERFUL QUESTIONS AND FOSTERING SELF-REFLECTION TO ENABLE LONG-TERM DEVELOPMENT.



Coaching Sessions:

Coaching sessions provide a structured flexible space for individuals to explore their goals, overcome challenges, and develop actionable strategies for growth. coaching sessions are designed to help individuals gain clarity, set meaningful goals, and develop actionable strategies for personal and professional growth. Through structured conversations, a coach facilitates self-reflection, skill enhancement, and problem-solving, empowering clients to unlock their full potential. Sessions are scheduled on an agreed-upon schedule, **and these sessions can take place in various formats, including:**

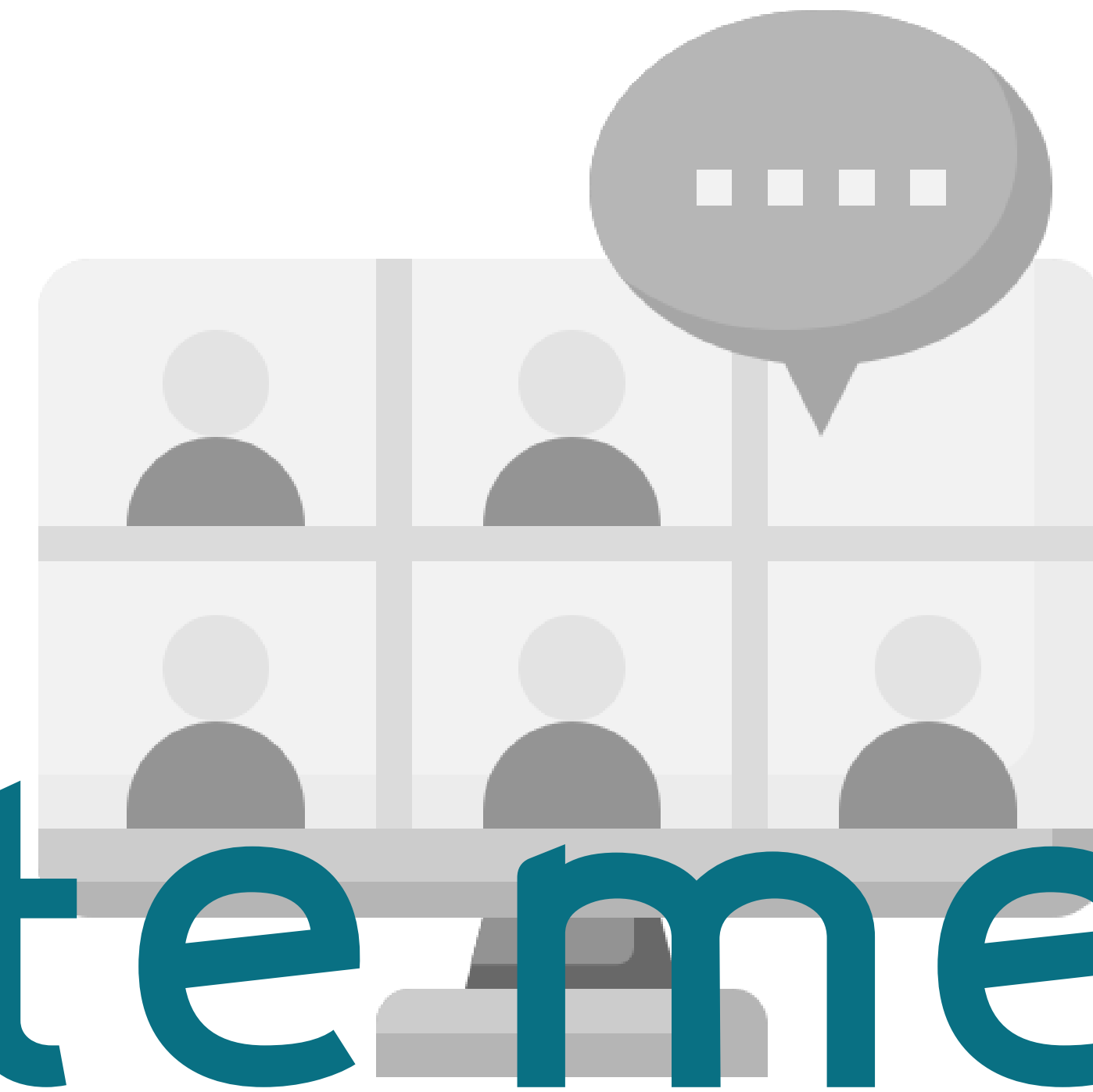




In-person meetings

An in-person coach offers face-to-face coaching sessions, fostering a dynamic and interactive environment for personal and professional growth. This approach promotes deeper engagement, real-time feedback, and a stronger personal connection between the coach and the client. In-person coaching sessions typically enhance communication through body language, eye contact, and a more immersive experience, making them highly effective for goal-setting, problem-solving, and skill development.





Remote meetings

"Phone calls or on virtual platforms."

Coaching indirect sessions take place remotely through phone calls, online platforms, or social media, offering flexibility and accessibility. These sessions provide a structured space for individuals to reflect on their goals, gain clarity, and receive professional guidance without the need for in-person meetings. By engaging in meaningful conversations with a coach, clients can explore challenges, develop strategies, and work towards personal and professional growth from anywhere.



The Importance of a Coaching Session

- ★ **Benefiting from Experiences and Expertise** Leverages the coach's insights to accelerate growth and success.
- ★ **Focusing on Solutions** Encourages a proactive mindset by identifying and implementing effective solutions.
- ★ **Motivation and Perseverance** Keeps individuals committed and driven toward their goals.
- ★ **Improving Performance** Focuses on skill development and achieving peak performance.
- ★ **Clarifying Goals** Helps individuals define clear, achievable objectives.
- ★ **Increasing Self-Awareness** Encourages reflection and a deeper understanding of strengths and areas for growth.
- ★ **Enhancing Self-Confidence** Builds belief in one's abilities through guidance and encouragement.
- ★ **Effective Guidance** Provides expert support to navigate challenges and make informed decisions.





Types of coaching "Services provided"



One-on-One Coaching

A personalized coaching experience tailored to an individual's unique goals, challenges, and development needs. These sessions provide focused attention, allowing the coach to offer personalized guidance, ask powerful questions, and support the client's growth in personal or professional areas. One-on-one coaching helps individuals gain clarity, build confidence, develop strategies, and take actionable steps toward success. Sessions can be conducted in person, online, or via phone, ensuring flexibility and convenience.





Multi-person coaching

Multi-person coaching involves coaching multiple individuals simultaneously, fostering shared learning, collaboration, and collective growth. This approach encourages participants to engage with one another, exchange insights, and support each other's development. It can be structured as group coaching or team coaching. While both group coaching and team coaching involve multiple participants, they serve different purposes and function differently. Key Difference: Group coaching emphasizes individual growth within a shared learning environment, while team Coaching strengthens relationships and effectiveness within an existing team.





Group Coaching

Focuses on Individuals Who may not work together but share similar objectives, challenges, or areas of development. The coach facilitates discussions where participants learn from each other while working on their personal growth.



Team Coaching

Involves members of the same team or organization working toward a common goal. The coach helps improve team dynamics, collaboration, communication, and overall performance to enhance collective success.

Coaching Specialties

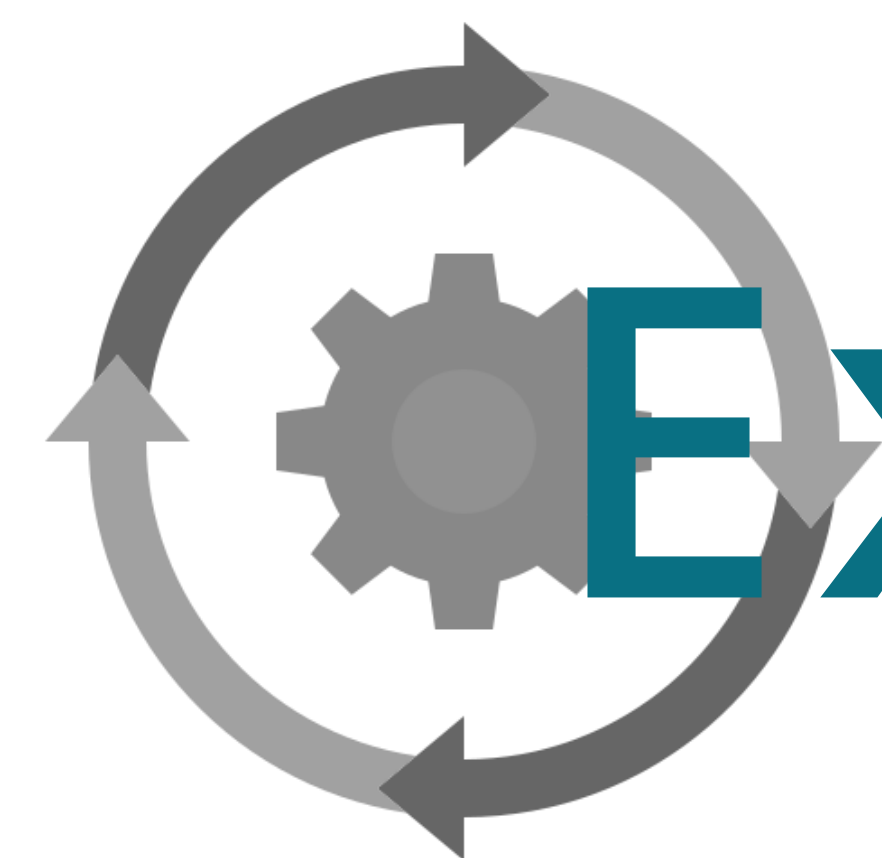
Coaching can be specialized to address specific areas of personal and professional development. Each coaching specialty is designed to address unique challenges and goals, providing tailored support and strategies for growth and success. **Here are some key coaching specialties:**





Life Coaching

Guides Individuals In achieving personal satisfaction, work-life balance, and self-improvement.



Executive Coaching

Designed for leaders and executives to enhance decision-making, leadership skills, and strategic thinking





Leadership Coaching

Focuses on developing leadership skills, decision-making, and strategic thinking for current and aspiring leaders.



Career Coaching

Helps individuals with career transitions, job searches, and professional development.





Skills-based Coaching

Targets the development of specific competencies such as leadership, communication, or time management.



Performance Coaching

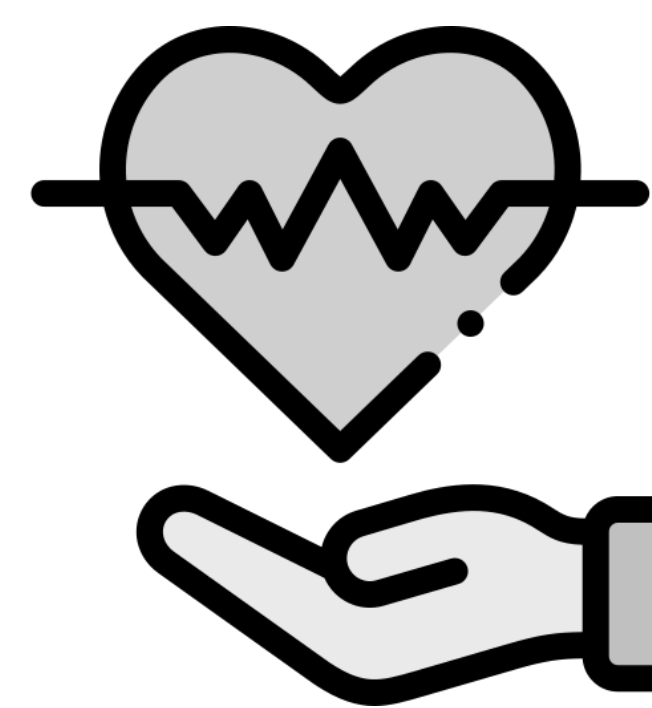
Focuses on Improving productivity, skills, and effectiveness in specific areas.





Relationship Coaching

Helps individuals and couples improve communication, build stronger relationships and navigate challenges.



Health And Wellness Coaching

Supports individuals in making lifestyle changes to improve their physical and mental health.





Business Coaching

Helps entrepreneurs and business owners develop strategies for growth and success.



Financial Coaching

Provides guidance on budgeting, saving, investing, and achieving financial goals.

