

Top 10 Tips – How to be the perfect coach

Supplied by: *The Development Company Limited*



Coaching works because the client owns the goal. It is one of the best methods to embed learning in the workplace, so here are our ten top tips to be the perfect coach:

1. Coaching is a skill. You need to obtain a qualification, or at least attend a course.
2. Check that the client (the person being coached) is committed to change, to working on their goal, and that they embrace that it is *their* goal.
3. Agree the outcomes for the coaching, which are measurable, and a deadline for the coaching.
4. Agree how you will work with each other, and sign a contract. This is a bit like a service level agreement – who will do what, consequences of not completing actions, etc.
5. A true coach will pull and not push. Go back to tip 2 – your role is to facilitate, or ‘pull’ the answers, priorities and blockages from the client. If you ‘push’ then you are disempowering the individual by telling them your way. It is their goal.
6. Coaching is about raising the client’s awareness and enabling them to take responsibility. Effective questioning, listening, summarising, and activities will facilitate this process.
7. Coaching isn’t all about sitting down and asking questions. You can stimulate by using drawing, personality profiling, strengths cards, group imagoes. Be creative.
8. Commit to actions – what will you do if the client breaks the contract? (Tip 4). You can always agree penalties as you are contracting – for example, paying a donation to the coaches favourite charity if the client doesn’t complete their actions.
9. Go with the flow. A good coach will prepare for a session, but completely changes their focus and methods and work in the here and now.
10. Employ a coaching supervisor. Use them as a sounding board, to gain feedback and to stay sharp.

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The Development Company Limited
Ireton House
9 Sunny Side
Earls Barton
Northamptonshire
NN6 0EX
Tel: 01604 810801
training@thedevo.com
Web: www.thedevo.com



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The Development Company provides training, coaching and consultancy to organisations who wish to use coaching as part of their learning and development practice, or adopt a coaching culture. We provide:

- In-company tailored training courses
- In-company seminars, including large conference seminars
- External coaches for individuals
- Business coaching
- Consultancy advice, training and coaching to transform your culture to a coaching culture
- Qualifications at the Foundation (2 day) and Certificate (3 day) level for coaching skills

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