

The definition of our coaching Profession

Each word in this definition is a key word:

Art - though there is science to coaching, coaching is an art in the sense that "when practiced with excellence, there is no attention on the technique: the coach is fully engaged with the player and the process of coaching becomes a dance between two people, conversationally moving in complete harmony and partnership. At this point the intelligence, intuition and imagination of the coach become a valuable contribution - rather than being interference for the player."

Inspiring - coaching is about helping the player to unlock his or her true potential through raising awareness, inspiring new ideas and encouraging creativity

Energizing - coaching is about energizing the player through effective communication, soliciting suggestions, and building a can-do attitude

Facilitating - implies that the player has the capacity to have an insight or creative idea and to think something through for himself

Performance - anything a coach says or does should be driven by the intention to improve performance, i.e. to achieve greater effectiveness or efficiency of the player

Learning - refers to a broader domain, how to approach a task or master a new technology; looking beyond immediate objectives, the future performance of the organization depends on learning

Development - refers to personal growth and greater self-awareness.

So, compared with the "Learning Organization", a "Coaching Organization" goes beyond knowledge management. It is also less about WHAT is to be achieved; it's more about HOW to achieve it (i.e. how to unlock inner power - creative, emotional, entrepreneurial - of people within the organization and make them relentless innovators, self-leaders, team-workers etc.)

Coaching is about helping others to identify and define their specific goals, and then organize themselves to attain these goals. Coaching deals with building an individual's personal skills, from setting the goals, to communication to management style to decision making and problem solving.