

Coaching Overview and Approach

TruNorth^{*}

What is coaching?

- The I.C.F.* defines coaching as “...the thought provoking, creative partnership process that inspires clients to maximize their personal and professional potential.”
- We like to think of Coaching as a “*Personal Trainer for your personal and professional development*” helping individuals take personal accountability for creating goals, action plans and commitments to develop new skills, habits, behaviours and measures.”
- We are a values-based company that believes peoples’ work and personal lives are interwoven and need balance.

What is the approach?

- A short assessment form is sent in for an initial alignment meeting to ensure a mutual fit for your goals and coaching. This is a partnership, so trust and candor are paramount.
- An agreed to number of sessions at set times are scheduled.
- A formal contract is created around commitments, timing, payments, cancellation and working guidelines.
- Sessions create a safe, reflective space to promote self-awareness, create personal goals, action plans and commitments to the outcomes.
- We follow the I.C.F.* standards and code of conduct.

Confidentiality:

- As a coach, all the information and conversations are held in confidence between us as allowable by law.
- The client coach relationship covers all that is said or shared and will not be disclosed unless illegal activities, self harm or harm to others is revealed.
- We follow I.C.F.* guidelines, principles and code of ethics.

What do sessions look like?

- 30-45 minutes long (virtual or face to face).
- We use an initial assessment form to create a guide toward your ultimate outcome
- Each session will flow from topics you want to discuss. It will involve thinking about the outcomes, actions and results needed to attain your goals.
- We can work on planning and actions to bridge the sessions.
- It is a partnership. A coach meets you “where you are” and works with you on the development plan.

^{*}I.C.F. is the International Coaching Federation. A non-Profit organization that oversees the accrediting programs for coaches.

What Coaching is and is not:



Is...	Is Not..
A partnership, collaborative	Therapy
Structured	Directive or Prescriptive
Reflective, focused on increasing Self-Awareness	Advice Driven
A Personal Commitment to actions	Focused on the past-failures, mistakes or issues
Focused on the future and creating alternatives and skills for the future	Problem Focused
Focused on Personal and Professional Goals	