

Four Principles of Coaching

1. **Establishing trust and intimacy with my client**

My goal is to create a safe and supportive environment between myself and my client. This means that:

- I will show concern for my client's welfare
- I will demonstrate respect, integrity, honesty and sincerity at all times
- Ensure there are clear agreements at all times, and keep promises
- I will show support and encourage new, positive behaviours
- Always ask permission to coach in sensitive areas.

2. **Maintain a coaching presence**

At all times during our coaching session, I will remain fully focussed on your needs. This means:

- Being present and flexible
- Draw on my own intuition and knowledge to help and support you at all times
- Using humour where appropriate to create a stronger bond
- Show a strength and confidence working with strong emotions if they arise

3. **Setting ground rules and boundaries**

Set clear expectations, rules and boundaries early on in the coaching relationship. This includes:

- How the coaching relationship will operate
- What you can expect from me, and what I expect from you
- Commitment from each other to achieve your goals
- Identifying boundaries

4. **Understanding the client's situation and needs**

Develop an understanding of who you are, and how you will benefit from my Leadership Coaching.

Barry Keohane

LEADER | FACILITATOR | COACH

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