

WHAT YOU NEED TO KNOW ABOUT COACHING



THE COACHING EXPERIENCE

What is coaching?

Coaching includes the use of a range of methods, strategies and tools to help people enhance their lives further by improving their self-awareness, as well as ability to focus and take appropriate action in the achievement of their goals. When working with a professional coach, the relationship is based on an equal partnership between the client and coach where both work together to achieve the client's goals. However, while the coach facilitates the change, it's always the client who remains fully accountable for their own thoughts and actions.

What are the key responsibilities of a coach?

- to help the client attain a clearer awareness of their life circumstances and goals
- to provide the necessary structure, tools, support and motivation the client needs to achieve their desired results more quickly. This includes the setting of effective and focused SMART goals
- to ask the client to give more of themselves than they would have been able to give on their own

How is coaching different from counseling or consulting?

Coaching is not counseling or therapy, both of which tend to work with the client's past and so focus on issues in a more historical way. Also, coaching is not consulting, which generally involves providing expert opinions and suggestions for the client to implement. Coaching is more an action and results-oriented approach to achieving change. Coaching focuses primarily on the present and the future, rather than on the past. The coach and client work together as equals to determine the outcomes that the client truly desires, and then how to best go about achieving them.

How do I coach?

As your coach, I will ask you questions, encourage, challenge and make requests of you. I will also closely listen to you in order to discover any less obvious or hidden underlying meanings, that is, the true *essence* of any issues that are being coached. I use all of these techniques and methods, and many others as well, to ensure that you remain consistent with who you are in terms of your goals, your values and your visions. I will keep my focus upon you, on what you want, and on how you can best achieve the results you desire. At times I may also provide you with some advice to consider, but you will need to decide for yourself as to whether you wish to use it or not. It's important to understand that the client-coach relationship is designed by the both of us from the very beginning. Together we will decide on how the coaching will progress and whether it needs to change along the way if/when circumstances change. Nothing is set in stone! Hence, the giving and receiving of feedback is essential for both of us to be able to keep the relationship functioning as successfully as possible. Although I, as your coach, will be committed to the process of facilitating positive change in your life, it will always be your personal responsibility to take the actions (or to not take actions) that you desire. Again, only you can walk in your own shoes!

I expect your best

The best results are achieved when you're ready to both *do and be* the best that you can be. It's all about you stepping up to the challenge and giving your full attention and energy. If I sense that you may not be giving your best, as your coach, it's my job to bring that to your awareness so that we can make sure we always know what you really want to do.

I make specific requests

As the need arises, I may make direct requests such as, "Could you see yourself accomplishing X within the next three weeks"? You might meet this request with "Yes, I can do that" or then provide an alternative option "I can't do X, but I can do Y". You may even decline altogether! And that is totally ok as you always have the freedom to choose what you're willing to do (and not do). Whichever way you decide or act, I will always respect and support your choices.

I (occasionally) offer advice

Whenever I feel a strong sense that heading in a certain direction may be beneficial for you, and if you're also open to it, I will make specific suggestions on how to handle a problem or an issue, or on how you could make the most of an available opportunity. Remember that these suggestions are often just my strong personal hunches based on my own lifelong experience. Hence, they may not be right for you and so you can always decline any advice I offer; or you can decide to consider certain aspects of my advice, the ones that may be more appropriate for your needs. However, you will always need to use your own discretion and judgment when considering any advice that I provide.

I'm open and often very direct

When I sense hesitancy in your voice, or notice an inconsistency, I will generally ask you about it. Often, it's these particular moments that provide the opportunity to gain valuable insight to help with the resolution of particular issues. Sometimes asking about certain issues may feel uncomfortable to you, so please let me know if that is how you feel. In such cases, you have the final decision on how far or deep we can go in discussing them. The main thing to understand is that it's my job as your coach to highlight such matters, but then allow you to do with them what you will.

I set tasks

Typically, I ask you to set and work on a few key goals or actions to focus upon between our sessions, but sometimes it can be just one, if it will require all of your focus and energy. Just remember that if you feel that I'm pushing you too hard at any stage, then it's your responsibility to say so. The same also applies if you wish to be pushed harder!

HOW TO GET THE MOST OUT OF COACHING

It's important that you benefit significantly from not only our coaching sessions, but also from the times in between the session. Outlined below are some of the things that you can do in order to maximize the value of your coaching experience.

Focus on what you really want

Coaching works best when you have clear goals that are based on what you really want to achieve. They are often called **SMART** goals, which is a concept I will cover with you during our very first session. However, before any specific goals are set, it's important that you firstly deeply consider what you want your work and your life to look like. Secondly, it's important to identify the gaps between the way things are now in your life, and how you would like them to be. Many people often struggle with this, but the coaching relationship will help you to work through this if necessary.

Understand that you will develop

Working with an empathic and professional coach is a definite way to grow and develop. Most clients take on a coach to work on specific goals where much of their time and energy is directed towards this. However, the coaching relationship also may allow you to discover something more, perhaps even unexpected, about yourself. This is just a natural consequence of the coaching process and you do not need to concentrate on it. Just recognize that it's likely to occur. Accelerated personal and professional growth is the fundamental aim of coaching.

Increase your willingness to step up

Part of my responsibility as your coach is to ask a good deal of you. This is not meant to exhaust you or extend you beyond your boundaries of tolerance. It's simply about asking more of you than you might have asked yourself on your own. It's important that you're willing to experiment with fresh approaches and try new beliefs. I will encourage you to be honest with yourself, raise your personal standards and set higher goals. Ultimately, you are the best judge of what is right for you, and you also are the only one who can take responsibility for your thoughts, decisions and actions. Nevertheless, the more you're willing to grow and develop, the greater the benefits of coaching will be.

Come prepared to each coaching session

To obtain the most value out of each coaching session, it's important that you prepare an agenda for each session. To assist you, you can make use of the **Coaching Preparation Form** that I will provide you. Preparing your agenda does not have to be time-consuming at all. Usually, just 10-15 minutes is all you need, but that time will certainly have a very significant impact on your coaching session. If we talk by phone for our session, you could e-mail me your session agenda in advance to also allow me to prepare the best that I can.

Complete Your Homework

After each session, you will decide on the actions or goals you want to focus upon. I expect you to keep the commitments you make, but I will support you with them. I will work with you to make sure that you're setting worthwhile, realistic and achievable goals. However, life can be unpredictable in terms of its demands for our time and energy. So, for example, if you know that you have a busy week or two coming up, your homework can be as simple as just thinking about a new perspective, but if/when you have more available time, you may decide to handle a bigger task. Regardless of how much homework you have, I will still always hold you accountable and encourage you to do your best.

To set-up your free of charge, no-obligation 30 minute initial consultation to discuss your needs and goals, just send a message to my email at jyri@kajura.com, and I will be in contact with you as soon as I can to make it happen.

POLICIES AND PROCEDURES

1. Complete the Client Coaching Form (Individual or Corporate) that I'll send to you via email. Fill it out and return it to me (also via email). I may also ask you to complete some other assessments prior to our commencing our coaching relationship, but I will discuss any such assessments with you beforehand.

2. Complete the coaching contract

During our first session, I will go through the coaching contract with you to make sure that you're full aware and clear about the fees payable, issues of confidentiality, and also how our coaching partnership can be terminated, if that's necessary.

3. How we meet

The coaching sessions will be done as face-to-face meetings (in person or via video call) or over the telephone, and they will usually last for about 30--45 minutes. However, the initial session will usually be significantly longer (generally about 90 minutes give or take) so that we can get to know each other better, to discuss some initial areas of focus and possible goals and directions, as well as to go over the nature of the coaching relationship as required. If you live and work nearby, together we can decide on the best location for the face-to-face sessions, which suits the both of us. The main thing to consider is that there'll be as little distraction as possible, so that we can concentrate on your own issues without interruption.

4. Cancellations & appointment changes

Scheduled coaching sessions should always be considered a priority. On the rare occasions when you need to reschedule, please do your best to let me know at least 48 hours in advance. Except in the case of emergencies, you'll be charged for any sessions that are cancelled within 24 hours, or if you simply miss them without prior advanced notification.

5. Value added service

In cases where you feel that you just cannot wait to share something, or you need advice or have a challenge or just want to check something, in between sessions, please feel free email me. While I am likely to have other scheduled appointments on any given day, I would like to provide this extra level of service if at all possible. For quick responses that I can do in 5-10 minutes, there will be no charge, but I do ask to only use this value added service when you have something really urgent, rather than as a regular thing. I will respond to you as soon as is possible with my feedback. However, if I feel that I won't be able to provide what you need with a quick response, I might suggest that we schedule an additional full-length session of 30-45 minutes. Just note that any additional full-length sessions will be charged on top of that agreed in your existing coaching contract.