

**YOU'RE READY  
TO MAKE SHIT  
HAPPEN...**

**LET'S DO THIS!**

## **YOU'RE A PRETTY BIG DEAL, AND YOU DESERVE THIS.**

Thinking of taking steps to work on yourself is a brave and wonderful thing to do. And I cannot wait to support you through this.

The fact you're reading this means you've already made the hardest move, the rest is going to be fun! (I won't lie, it might be hard at times too, but for the most part it'll be satisfying and rewarding and give you the tools to carry this forward into other areas of your life).

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# FIRST UP, WHAT THE HELL IS COACHING?

## Coaching

- Is a bespoke one to one programme specifically designed to accelerate the success of the individual engaging in the process. As it is bespoke intervention, each individuals' experience will be entirely different
- Can help you to define a powerful vision for yourself and give you the motivation to drive for it, setting better goals, reaching them faster, making better informed decisions, and improving the effectiveness of your overall performance and relationships either in your personal life or within the workplace
- Is about the future, discovering your potential and achieving it – faster. Your Coach will support you and encourage you to deliver higher performance by getting you to FOCUS on what is fundamental and most importantly, take consistent ACTION towards achieving performance goals
- Tools, knowledge and new skills are developed as a part of the programme so that you can implement these in your daily life for immediate and longer-term success.

## How does Coaching differ to other popular interventions?

Unlike a consultant or mentor, a coach doesn't enforce changes – a coach gives their client the confidence to make their own changes and find their own solutions by accessing the qualities that are already inside them. Think it sounds a bit bullshit? I promise you it's not – you already have all the answers to your own questions and all the tools to solve any problems you're up against.

I totally understand why people are wary of coaching – it's a relatively unregulated industry and literally ANYONE can call themselves a coach these days, and charge a shit load for it. This is why I specifically wanted to qualify with the [International Coaching Federation](#) as they have high standards and are bringing quality and ethical practice to the industry (even if you decide not to book with me, this is something you should look out for) and then also make my coaching accessible to anyone.

## 3 things Coaching is not...

Coaching often gets confused with other interventions, namely:

- Training/Mentoring
- Consultancy
- Counselling/Therapy

Let's unpack these:

**Training and Mentoring** provide off-the-shelf information or experience on what you need to do or how you need to do something (skills development)

**Consultancy** brings in expertise, normally for a specific project or to identify a specific problem and then ideally goes in to fix it. At the end of this process the consultant leaves. Any accumulated knowledge or insights go with them.

**Counselling and Therapy** look *back* in time to address specific personal problems by providing an opportunity to lend voice to and explore concerns and issues

## Additional Benefits of Coaching....

Aside from encouraging your performance, one of the many roles your Coach can play is that of sounding board and confidant. As someone who genuinely cares about your development and helping you to resolve any issues you face, the value of having someone 'in your corner' shouldn't be overlooked. It may not be their main function, but it can be an invaluable one, and one that many of us take for granted.

Coaching is often the favoured route because it is considerably more time efficient and effective than any other intervention. It is individually tailored to your needs and entirely outcome focused.

## Coaching vs. Mentoring

Mentoring and coaching do have similarities and the two can get confused. They differ in the following ways:

### *Mentoring*

- The mentor is the expert in a certain area and is willing to share their knowledge, experience and expertise.
- The Mentor gives the mentee advice and guidance on a specific topic or area
- It takes a less formal format to coaching

### *Coaching:*

- The coach might not be an expert in the area of focus
- The coach uses questioning techniques to develop the coachee, encouraging them to use their own knowledge and learnings
- It takes a more formal format

The 10 Key differences between a Mentor and a Coach

A mentor will	A coach will
1. Need to know the details of the mentees activities	1. Listen intuitively and ask intuitive questions without the need to know details
2. Participate in problem solving	2. Ask questions that help the coachee solve the problem
3. Jointly develop solutions and ideas	3. Stimulate the coachee to think more creatively and expansively
4. Provides insights into ways to move forward	4. Ask permission to share models or experiences that might be useful and suggest the coachee reviews them
5. Input ideas and suggestions	5. Use skilled questioning techniques to stimulate the coachee to generate new ideas
6. Share expertise and experience	6. Remain focused on the coachee's outcomes and only offer models or experiences for re-view if appropriate
7. Point to information or signpost sources of possible help	7. Use questions to help the coachee find appropriate resources and sources of help
8. Have an opinion and be ready to share it	8. Never offer opinions or advice as their role is to facilitate the coachee finding and taking ownership of their own solutions
9. Readily answer questions	9. Ask questions skilfully and effectively rather than answer them
10. Share in the success of the mentee	10. Seek only to facilitate the coachee's success

# IS COACHING RIGHT FOR ME?

Well, first ask yourself this; have you ever felt stuck? Or like you want to do something new, but your brain is telling you 'nope'? Or that you want to improve a relationship with someone but for some reason this feels impossible? Maybe you just wish you were more productive, more confident, or for that annoying little voice in your head who tells you that you're not good enough to fuck off.

If you said yes to any of these, then coaching could be great for you! If you've read the previous page then you'll know that coaching is not therapy or mentoring – so I won't be giving you the answers or telling you how to fix it – I'll simply be asking you the right questions to help you unlock your understanding of a situation, change your perspective or give yourself the permission to move forward with it. Whatever 'it' is.

If you're still not sure, let's have a chemistry call – no strings attached – for you to see what it's like being coached. If you like it, we can continue, if not then we part ways with no hard feelings!

## COACHING CHEMISTRY SESSION

Your chemistry session is an informal session that typically lasts around 45mins. The purpose of it is for you to meet with your coach, to:

- Check if we would enjoy working together – for coaching to work you need to be comfortable with your coach and able to develop a highly confidential, dynamic and honest relationship
- To discuss the scope and agenda for your coaching relationship, what you want to achieve and how you will measure its success, timeframes and ideal programme structure to maximise results
- To ask any unanswered questions

### **Preparation for the meeting**

Whilst the meeting is an informal opportunity to speak to your coach and decide if you would enjoy working together, if you have time, please have a think about the topics you'd like to cover – these can initially be broad, but the more specific you can be the more effective the sessions are likely to be.

### **Next Steps**

*Assuming the meeting goes well, you can:*

- Schedule a mutually convenient time with the coach to kick off your first session of the coaching relationship
- Send an email confirming you want to go ahead

*The coach will:*

- Send you any further pre-work and required paperwork prior to your first session (including the Coaching Agreement)
- Manage the rest of the paperwork / invoicing directly with you/your organisation

# THE COACHING AGREEMENT

This agreement is between \_\_\_\_\_ (“the Client”)  
and \_\_\_\_\_ (“the Coach”)

Client Name:

Pronouns:

Company Name (if applicable):

Address:

Phone:

Email:

The Term this agreement commences on: \_\_\_\_\_

Services to be provided by the Coach to the Client are: **1 to 1 coaching**. The Coach and the Client will arrange mutually convenient sessions based on the above programme. The Coaching (which is not advice, consultancy, teaching, therapy or counselling) may address specific business and personal projects and is always based on the Client’s agenda.

## The Coach agrees to:

1. Hold all information provided to the Coach by the Client in strict confidence
2. Hold the Client’s well-being, growth and agenda as the central focus of the coaching relationship
3. Maintain a high level of integrity and trustworthiness at all times, and never judge the Client
4. Be honest and straightforward in asking questions, making requests and observations and in giving feedback at all times
5. Advise the Client of any circumstances that might influence the Coach’s objectivity or judgement
6. Discuss and resolve any conflict of interest with the Client’s best interest in mind
7. Communicate to the Client if at any time the content of the discussion is outside of the boundaries of the coaching relationship and offer referrals depending on the specific situation

## The Client agrees to:

1. Ensure the coaching relationship is powerful by being honest at all times
2. Communicate to the Coach and take action if at any time the Client believes that the coaching relationship is not working as desired
3. Meet with, or call, the Coach at the agreed time
4. Understand and observe the cancellation policy (Appendix 1)
5. Maintain any materials provided by the Coach for their personal use only and not to resell, publish or use these outside of the coaching relationship without the written permission of the Coach
6. Take full responsibility, at all times, for all decisions and actions taken throughout the coaching relationship

Our signatures on this agreement indicate full understanding of, and agreement with, the information outlined above and in the enclosed appendix 1.

On behalf of "the Client":

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Client's Signature

-----  
Client's Name

-----  
Date

On behalf of "the Coach":

-----  
Coach's Signature

-----  
Coach's Name

-----  
Date

## **Appendix 1 to the Coaching Agreement**

### *Cancellations*

If the Client needs to cancel or reschedule an appointment for any reason, 24 hours notice is required to avoid cancellation charges. Any missed appointments or cancellations with less than 24 hours notice will incur the full session charges.

### *Rescheduled appointments and Planned Holidays*

The Coach will endeavour to meet the needs of the Client with rescheduled appointments providing that sufficient notice has been given. In addition it is recognised that both the Client and the Coach will have holidays and other commitments that will need to be worked around. Both parties agree to a level of flexibility to cover these occasions. Rescheduled sessions for holidays will be made up within the terms of the contract and holidays are not therefore grounds for programme cancellation.

### *Liability*

The Coach will work to the highest professional standards to support the Client's decision making. All decisions and actions undertaken by the Client are the sole responsibility of the Client. You agree to indemnify and hold harmless your Coach from and against any loss, cost or expense resulting from your activities.

### *Confidentiality and Legal Issues*

The Client should be aware that their confidence is not privileged under law and can be subpoenaed via the Coach. If the Coach is uncomfortable holding a Client's confidence, the Coach may consult a mentor coach in an effort to jointly determine how best to handle the situation. In rare cases if the confidential information is of an 'outrageous', 'illegal' or 'dangerous' nature the Coach is obligated to consult a mentor coach and/or seek legal advice in order to determine whether to notify the authorities with or without the Client's consent.