

BY PATRICK DONADIO, MBA, MCC, CSP

COACHING TIPS

How you can help your customers as a coach



As a kid, you probably had at least one coach who helped you become stronger, faster, or better on the field, in the pool, or on the court. But, if you remember, they didn't do the hard work for you. Their job was to help you find the best within yourself. The same is true for professional coaches. Here's how you can play that inspirational role for your clients.

Q: What is coaching?

A: The International Coach Federation (ICF) defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Professional coaching focuses on setting goals, creating outcomes, and managing personal change. Coaching is about developing, not fixing.

Q: How does coaching differ from speaking, training, and consulting?

A: In speaking and consulting, you are the expert with the answers. Coaching focuses on helping the client uncover the answers for themselves with you as their guide. The client is the expert and the coach believes every client is creative, resourceful, and whole.



COACHING RESOURCES
Visit the International Coach Federation website (coachfederation.org) for information on local chapters and resources for coaches' training.

Q: How do I get started shifting my presentation into a coaching package?

A: Review your current materials and look for key concepts or "modules" that can stand alone as a coaching session or solution to your client's problem. To convert those modules to a coaching package, develop questions to elicit information for each module and design homework assignments for the client to work on between sessions to continue the learning.

Once you have your base program, customize it for each client. Start with an assessment to identify specific results the client is seeking, plus interviews with your coachee and their manager, peers, subordinates, and customers.

Q: What are your top five coaching tips?

A: Here's what I recommend:

- Focus on attitude, behaviors, and skills to help your client achieve their results.
- Use questions to help your client explore and learn more. Let them uncover the answers before you help them.
- Set aside your own agenda and focus fully on the client. Be patient and listen first!
- Coaching is a process. Continue to discover roadblocks, beliefs, and skill needs of the coachee as they progress through the learning process. Be prepared to adjust.
- Help them see it when they get it! Communicate progress to the client (and his or her manager). ■



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