

A Guide To The Coaching Programme

What is coaching?

According to the Association for Coaching, is s a collaborative solution-focused, results-orientated and systematic process in which the coach facilitates the enhancement of work performance, life experience, self-directed learning and personal growth of the coachee (*'coachee' refers to the person being coached*).

There are six key principles to coaching:

1. Listening
2. Questioning
3. Clarifying
4. Respecting
5. Believing in the potential of our clients
6. Building their confidence

The components of a coaching session:

- **Self-Directing:** The coach focuses on empowering their people to identify and develop their own resources so that they may achieve their potential in a fulfilling and stimulating way.
- **Action:** Coaching uncovers new perspectives and awareness. In this way, coachees gain new insight, which leads to more options, which in turn leads to a desire to take action and change. Coaches ensure that this energy is channelled into action and a change of habits.
- **Challenge:** Coaching is sometimes described as 'holding up a mirror' to the coachee - seeing their lives reflected back to them enables coachees to see their lives in proportion, often for the first time.
- **Awareness:** Everything the coach says and does is focused on raising the coachee's own awareness and self-knowledge.
- **Responsibility:** We learn better when we discover things for ourselves than when others tell us. A coach focuses on making them feel as comfortable and as confident as possible; treating their coachees with respect, even when it is necessary to be directive.
- **Trust:** Trust is fundamental to the coaching relationship so it is a key priority for the coach to build this with their coachee.
- **Self-belief:** There are two components to building people's confidence: firstly, allowing them the space to practice, stretch themselves, and make mistakes, and secondly, giving them recognition for their achievements. Confidence that we can do something is a key factor in achieving it.'
- **Blame-free:** 'In a coaching culture, mistakes are viewed as learning experiences, not reasons to look for a scapegoat. People learn more from failure than achievement and the coaching leader needs to provide support and encouragement rather than blame during times of failure.'
- **Solution Focus:** 'When we dwell on a problem, it seems to get bigger and drains our energy. When we focus on the solution, the problem seems smaller and we find more energy to deal with it.'

The History of Coaching

"I cannot teach anybody anything - I can only make them think". – Socrates

Coaching has its roots in psychology and sports coaching. During the 1970s a Harvard sports coach called Tim Gallwey realised that if he left the court for a period, his coachees' techniques improved faster than when he was there to instruct them. He named this phenomenon "self-directed learning" and devised a series of questions that would encourage rather than stifle it. These form the basis of the questioning techniques used in coaching today.

However, early psychology, in the time of Freud and Jung, was largely remedial and remained so even when it later developed through behavioural and cognitive therapies.

In the sixties, humanistic psychology was developed, the key figures being Abraham Maslow, renowned for his 'Hierarchy of Needs', and Fritz Perls, the founder of Gestalt Therapy. The breakthrough made by these

psychologists was that they started to look at what was **right** with people rather than what was **wrong** – focussing on their best potential rather than their problems.”

Coaching Is...	Coaching is Not...
Facilitating the process	Taking charge of the content of our meeting
Asking you attuned questions to facilitate your own self-directed learning	Telling you what to do to achieve your own goals
Challenging and empowering you concerning achieving the goal you want to achieve	Criticizing you for not achieving a goal you set for yourself

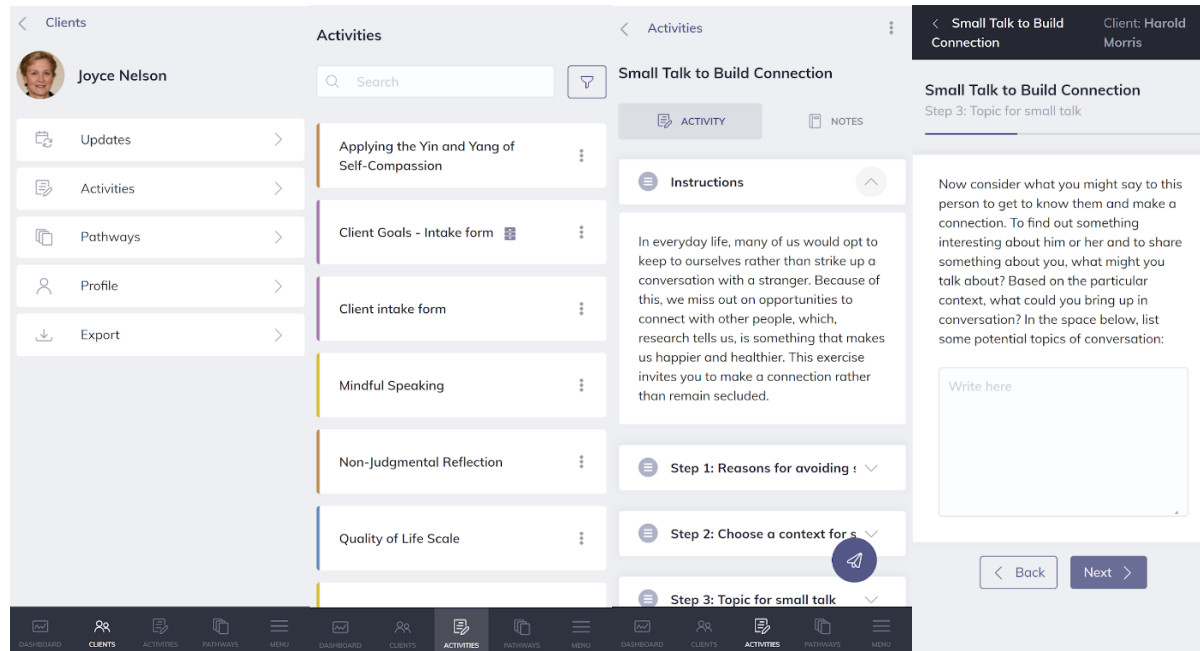
The App

Like the app that you gain access to when you have a personal trainer.

Simplified Example:

Beginning	Identifying the goals and actions to take to achieve goal
Action	<div> <div> Action 1 Action 2 Action 3 </div> <div> Put onto the Quenza system for monitoring & accountability </div> </div>
End of 3 Months	Goal 1 Achieved Goal 2 Achieved Goal 3 Achieved

Quenza App - Exemplar Screenshots (pictures taken from the app store)



In hindsight what will you receive:

- A strategy meeting to identify your goals and set initial milestones.
- Actions that are set are uploaded to our app for monitoring and accountability.
- Daily direct messaging and reminders to put habits into place at any set time you prefer.
- A coach whom you meet fortnightly.
- An accountability partner who believes in your potential
- Online coaching sessions can be done from the comfort of your own home.
- A judgment-free space that is respectful of your confidentiality.

What do you gain?

Individualized Support: You will receive personalized guidance and support tailored to your specific needs, goals, and challenges related to impostor syndrome, ensuring a customized approach to your growth and development.

Accountability: Through regular check-ins and progress reviews, mentees will stay accountable to their goals and commitments, maintaining momentum and consistency in their efforts to overcome impostor syndrome.

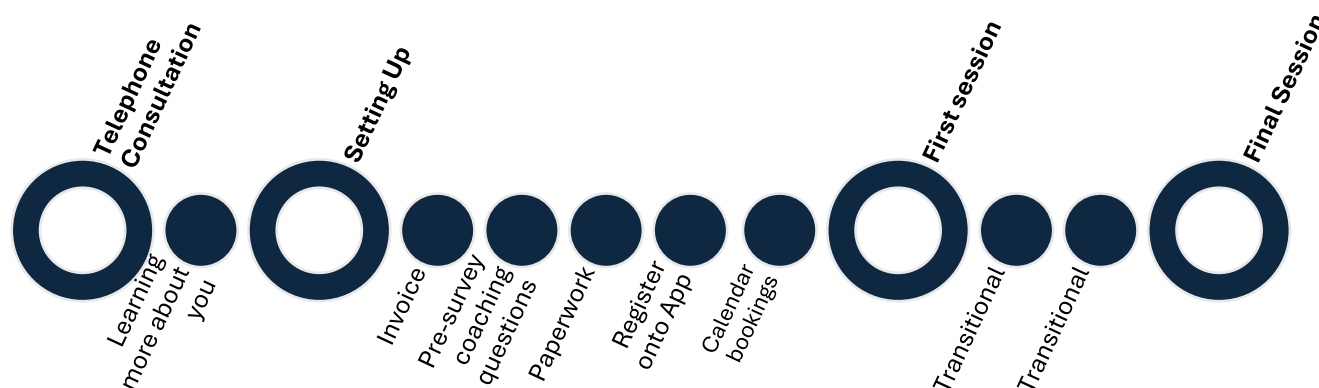
Continuous Learning: Coaching and mentoring sessions will provide ongoing opportunities for learning, growth, and skill development, allowing you to deepen your understanding and mastery of strategies for overcoming impostor syndrome.

Confidence Building: Over time, you will experience a gradual increase in self-confidence and self-assurance, as you internalize the lessons and practices learned during coaching and mentoring sessions, leading to sustained personal and professional growth.

Long-Term Transformation: The impact of coaching and mentoring extends beyond the duration of the program - experiencing lasting changes in your mindset, behaviour, and overall well-being, enabling you to thrive in all areas of your life.

Duration	
3 Months	6 Coaching Sessions (2 x a month)
6 Months	12 Coaching Sessions (2x a month)

Timeline:



Timeline Breakdown:

30-Min Telephone Consultation: A time dedicated to learning about you, your motivations, and what you hope to get out of our coaching sessions, answering any questions you have, time frame, you want to work with and exploring payment options.

Setting up: Before our first session there are a few things to set in stone. At this point, you will receive an invoice for either the first month or the full fee depending on what works for you. Once this is settled, I will send you some important paperwork (Contracts; terms of service agreements and, completing some pre-coaching questionnaires to monitor your progression) and set you up on the app for the actions that are set toward the goals you have.

First Session: This session is spent setting goals in all the areas of work and/or life where the coachee would like to see some change. Two or three of these will be complex goals in different areas, to be worked on at every

session. There will be a quick questionnaire at the end of the call on how you found our session (what went well/what you would like to see more of).

Transitional Sessions: The next three to six months are spent working towards the goals through actions and insights. After each session, there will be a quick questionnaire at the end of the call on how you found our session (what went well/what you would like to see more of).

The Final session: This session is a consolidation of the new learning, measuring how far you have come and, a celebration of achievement. There will be a quick questionnaire at the end of the call on how you found our session (what went well/what you would like to see more of).

Duration: Either 3 or 6 months- therefore goals that you have are aligned to be achieved within that set duration. Each session is 1 hour long.

I encourage it to be 2 sessions completed fortnightly however there can be flexibility about how you would like to spend the spread of sessions within the limit of 3 / 6 months depending on the package you pick.

Fees: *Not Applicable for MOE 10:10 Participants*

Types of Coaching	Fees: Per Person
Personal Coaching	£50 per session <ul style="list-style-type: none"> £300 for 3 months £600 for 6 Months
Corporate Funded Coaching	£600- 1200 <i>per session dependent on the budget and size of the organisation.</i> £600 per session (Small Sized Businesses) <ul style="list-style-type: none"> £3,600 for 3 months £7,200 for 6 months £850 per session (Medium Sized Businesses) <ul style="list-style-type: none"> £5,100 for 3 months £10,200 for 6 months £1200 per session (Large Sized Businesses) <ul style="list-style-type: none"> £7,200 for 3 months £14,400 for 6 months
Coaching for Charities/Public Sector	£125- £650 per session dependent on the budget and size of the organisation £125 per session (Small Sized Organisations) <ul style="list-style-type: none"> £750 for 3 months £1,500 for 6 Months £300 per session (Medium Sized Organisations) <ul style="list-style-type: none"> £900 for 3 months £1,800 for 6 months £650 per session (Large Sized Organisations) <ul style="list-style-type: none"> £3,900 for 3 months £10,200 for 6 months
Moe 10:10	Free for the first 10 sessions- Check for eligibility here £25 per session afterwards - <i>pay £50 for the full 6-month programme.</i>

Payment Options

An invoice will be sent to you per month.

- Monthly – You can either receive a monthly invoice or
- Full – Pay the full amount in the beginning.

FAQ: How does a coach differ from a mentor or a counsellor?

- **Counsellors** offer therapy that emphasises psychopathology, emotions, and the past in order to understand the present
- **Coaches** focuses on visioning, success, the present, and moving into the future.

	Mental Health Counsellor	Personal coach
Role	Mental health counsellors are state-licensed professionals who specialize in treating mental health issues listed in the Diagnostic and Statistical Manual of Mental Disorders (DSM-5). These issues may include conditions like ADHD, anxiety, depression, or eating disorders.	Coaches guide clients through a thought-provoking and creative process that inspires them to maximize their personal and professional potential. They focus on helping clients set and achieve specific goals within a defined timeframe. There are various specializations, such as health coaching, career coaching, leadership coaching, or relationship coaching.
Focus	They help clients process and heal from past hurts and trauma. Their approach is clinical based, involving analysis of past experiences to inform or explain current situations.	Their approach involves focusing on the goals, validating the reality by exploring motivations, limiting beliefs and practical options towards achieving those goals
Purpose	Therapy often dives into deep-seated emotional issues to work on personal healing or trauma recovery	The purpose of coaching is frequently about performance improvement, learning, or development in some area of life.
Accreditation	Mental health counsellors are state-licensed professionals.	Coaches can be certified by organizations like the International Coaching Federation (ICF)
Treatment	Mental health counsellors diagnose, assess, and provide treatment for mental disorders. They work with clients struggling with mental illnesses and aim to improve their overall well-being.	Coaches work on specific areas of a client's life, tailoring their approach to individual needs.
Goal	Their primary goal is to help clients achieve mental and emotional stability.	The goal of a coach is to empower their clients to take charge of their goals. They provide tools, resources, and guidance to help individuals succeed in their overall wellness journey.
Population	Therapy work tends to be for individuals with some level of dysfunction or disorder.	Coaching tends to work with well-functioning individuals.