



WHAT IS COACHING?

Coaching is about assisting people to move forward in their lives to create the results they want – using all of the resources they have. It is a way of being with people in posing powerful questions about what they want out of life, within their families and careers and what they can do to create it.

It is not about giving advice or telling people what they need to do or projecting judgments onto others. Coaching is most effective when working with individuals, families or businesses when involved in change, i.e., managing adolescent issues, business or career changes, goal achievement, health changes, etc. Coaching assists in providing clarity and designing the framework that will best support an environment of change and growth.

HOW DOES COACHING DIFFER FROM TEACHING AND/OR COUNSELING?

While coaching, like teaching or counseling, requires a set of specific skills, it differs on how the interaction with the client or student is maintained. Counseling and teaching professionals are grounded in the context that the teacher or counselor knows something and is intent on sharing that knowledge with others. It can be didactic in nature and have a proven set of models or tools to be followed that builds competency in specific areas. Counselors must know how to communicate, listen and share information effectively.

Coaching is about working in a co-active relationship with others that applies deep listening skills and powerful questions designed to have the clients become self-aware. Effective coaches must be willing to work with a client without their agenda being involved. This means that the coach holds the position that the client has a natural knowing of what will best serve them in moving forward to achieve desired outcomes.

From this way of working together, the client is empowered with feedback from the coach to design the best strategy and plans to achieve what is important to them. Coaching is about forward movement and does not focus on historical experiences or references. Much of counseling looks at the past to understand the best way to move forward. Coaching is extremely valuable in organizations and with individuals who have a clear goal and desire to invent or be in a creative place to move forward.

WHAT IS REQUIRED TO BECOME A CERTIFIED COACH?

Barbara Fagan, President and Co-Founder of Source Point Training, and the facilitator of the coach training, is a Master Coach with 20+ years and over 10,000 hours of billable client coaching experience.

Fundamentals and Mastery of Performance Coaching's curriculum includes over one hundred and fifty hours of in-classroom training that is delivered over 9 months with 5 in-person 3-day training weekends. See attached curriculum. In addition, all coaches are coached by senior faculty coaches on the principles of coaching and the practices of professional coaching. The student coach is required to have a minimum of 60 hours of actual "intern" client coaching; complete all assignments including a case study and a written and oral exam. This is in alignment with the IAC and ICF guidelines for coaching core competency and meets their required basic criteria.

HOW MUCH TIME IS REQUIRED BETWEEN TRAINING WEEKENDS

Students are assigned study groups. Much of the learning outside of the classroom is in a team learning style. There are 2 teaching webinars and one group coaching conference call between the training weekends that require your attendance. Weekly calls are scheduled initially with study partners. In order to achieve the required 60 intern coaching hours for certification, a minimum of 3 clients is usually required with weekly coaching calls starting in December through July. There are 5 books to be read over the 9-month period that are discussed in a book review discussion each weekend.

TRAINING LOCATION AND ENVIRONMENT FOR LEARNING

The five 3-day weekend trainings are held in Tempe, Arizona at the Embassy Suites. Shuttle service is provided to and from the airport at no charge. Each room is a suite with living room, micro wave and refrigerator and sink, making it conducive to share a room and have food prepared without going off the property. There is a restaurant and full service breakfast provided each morning at no charge. The layout of the property is a campus setting with plenty of open space for breakout sessions and study groups to work together. Hours of training each day run 9:00 a.m. to 5:00 p.m. with some homework in the evenings. Room rates run from \$109 to \$139 per night depending on season.

HOW DOES SOURCE POINT TRAINING SUPPORT COACHES IN BUILDING A BUSINESS AND EARNING AN INCOME?

During Mastery of Performance Coaching, time is spent on identifying a niche, branding, writing a Business Plan, marketing that attracts clients, and all of the pieces needed to have you well equipped and ready to launch a successful coaching business.

Additionally, Source Point Training contracts with their Certified Professional Performance Coaches to support future trainings as well as the various trainings and projects we do with a variety of companies and organizations.

HOW DOES THE COACHING PROCESS WORK?

The coach is responsible to:

- Discover, clarify, and align with what the client wants to achieve
- Encourage client's self-discovery
- Elicit client-generated solutions and strategies
- Hold the client responsible and accountable

In each meeting, the client chooses the focus of conversation, while the coach listens and contributes observations and asks powerful questions. This interaction creates clarity and moves the client into action. Coaching accelerates the client's progress by providing greater focus and awareness of choices available. Coaching concentrates on where client is now and what they are willing to do to get to where they want to be in the future. Coaches recognize that results are a matter of the client's intentions, choices and actions, supported by the coach's efforts and application of the coaching process.

COACHES CODE OF ETHICS

- To honor and respect the uniqueness of each individual and to conduct myself with compassion, fairness, authenticity, honesty and personal responsibility
- To empower clients to make choices that support their well being and intentions and to not influence them in any way to take actions that are contrary to their values, standards or personal boundaries.
- To maintain strict confidentiality in the coaching relationship and to not share the content or existence of these relationships except when specifically authorized or when required to do so by law of legal contract.
- Avoid conflicts of interest and give client notice of any potential conflict and will not engage in any coaching relationship in which there is a conflict of interest.
- To only use the coaching relationship to further the intentions expressed in the coaching program agreed upon with the client.
- To responsibly complete and disengage from any coaching relationship in which they are not competent or skilled to assist client.
- To be responsible in having their lives work in a whole and healthy way so that they demonstrate that possibility for others
- To be committed to do what is agreed upon, and to communicate honestly, authentically and responsibly.
- To give full acknowledgment to the work and contribution of others and to respect intellectual property rights and complies with laws concerning their protection.
- Do not offer professional information or advice I know to be confidential or misleading others
- To operate in the highest level of integrity and accountability
- Seek the support of peers and advisors in upholding ethics and in reviewing work and results in order to improve competency as a coach.
- To continue to pursue development as a coach by making the commitment to personal and professional development by maintaining a mutually empowering professional relationship with others.