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| **BUSINESS COACHING** |

**Coaching is the technology of human interaction and development**.

It is based on technologies of cognitive, behavioral, emotional and developmental

intelligence.

It is grounded in the most respectful ways in which people interact with one

another.

**Coaching is about developing an organizational culture of creative genius**.

Every individual from the board room to the production room becomes fully

competent in using collective genius to produce the highest quality competitive

products and services.

Individuals learn to trust that risk taking leads to learning and better results.

The organization and the people in it are mutually benefited.

**Coaching is about the full development of the person or teams being coached**.

Each individual is coached to develop him/herself to full potential professionally

and/or personally and to transform potential into results.

The Coach helps people identify their true talents, strengths, passions and genius

in order for them to achieve their goals.

**Coaching focuses on the person being coached instead of on the Coach.**

It is different than standard teaching, training, consulting and managing where the

professional provides expertise in the form of directives to people and groups.

The Coach focuses primarily on the person he or she is coaching through strategic

questioning and focused listening.

**Coaching is about the coach creating an environment for productive development**.

The Coach is responsible for developing trusting relationships where truth can be

spoken.

Existing within the environment is a shared sense of mutual respect and purpose.

The coach creates the environment conducive to coachable moments by setting

aside his/her own agenda to fully focus on the person.

The coach uses language to create distinctions that give room and space for

increasing awareness and allows for behavioral change.

The coach asks individuals to achieve more than they would ask of him or herself.

**Coaching is about getting desired business results from the people side of business.**

When coaching is in place, individuals are more likely to make greater advances in

reaching goals in areas of performance, feedback, motivation, learning, and team

development.

**Coaching success is measured by the progress, growth and accelerated development of the individuals being coached.**

This measurement is based on the changing perceptions of the person being

coached.

This measurement also demonstrates that growth and development of people

directly impacts the company's bottom line.