

Coaching is a powerful way to support growth, strengthen relationships and open new possibilities. It helps individuals gain clarity, take action and reach meaningful goals.

This flyer gives a quick overview of what coaching is and what it is not.

What Does Coaching Look Like?

- **Coaching challenges limiting beliefs** by asking thoughtful questions that lead to new ideas, clearer thinking and better possibilities.
- **It provides a private, high-trust space** where the coachee is encouraged to make confident, goal-driven decisions.
- **The coach acts as a thinking partner** and is someone who listens carefully, offers support and helps the coachee realize their full leadership potential.
- **Coaching brings a fresh, outside perspective** to help simplify complex goals, overcome challenges and grow leadership skills.
- **It helps uncover hidden roadblocks**, like self-doubt or old habits, that can get in the way of progress.
- **Coaching supports the coachee in exploring new ways of thinking**, acting and leading that result to long-term growth.
- **It builds stronger accountability and ownership**, better decision-making and improved collaboration with others.

** Certified coaches follow a code of ethics to ensure confidentiality, with rare exceptions such as safety concerns or legal requirements.*

What Coaching is Not

- **Advice-giving or problem-solving** that involves giving answers or directions, which takes away from the coachee's ownership and growth.
- **Performance management** is driven by external accountability rather than the coachee's personal goals and self-directed progress.
- **Counseling or therapy** focusing on emotional healing, mental health and the past, which are outside the scope of coaching. Coaching is future oriented.
- **Facilitation**, which is designed for guiding group processes, does not support individual development.
- **Mediation**, which is centered on resolving conflict between parties, not personal growth or goal-setting.

No two coaches or coaching programs are the same. The coaching is individualized based on who the coachee is and the agenda the coachee is initiating throughout the engagement.