Importance of Trust

“The role of a coach is granted by the coachee based on trust. Without trust there can be no coaching. Trust will always be at stake during the process of coaching. The trust can increase and become more solid, and it can be taken away. It can be initially gained, then lost, and afterwards recovered. Or it can be lost for good. The coach always moves along the thin cord of the coachee’s trust. To take for granted the coachee’s trust is one of the big mistakes a coach can make.”

Rafael Echeverria and Julio Olalla,

Authors of *Ontological Coaching*