



Everyone Thinks They're a Coach

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The term 'coaching' has become overused. Having a conversation with someone is not coaching them. Bringing out their inner brilliance through proven coaching techniques is the art and purpose of coaching.

The field of coaching has sadly become oversaturated, diluting its effectiveness. Unaware clients are hiring the first 'coach' who appears before them instead of doing their due diligence in even asking: "Is this person really a coach?"

Ann is one of 14 respondents chosen to be quoted in the newly released Sherpa 2010 Executive Coaching Survey www.sherpacoaching.com/survey.html

"Too many people are calling themselves coaches with no education, certification, experience or track record to substantiate this claim. This confuses potential clients, creates unsuccessful experiences and gives the industry a bad name."

Since coaching is a new profession (about 15 years formally) and certification and licensure are not yet required in most states in the U.S. or in other countries, there are many individuals who are calling themselves 'coaches' today.

Many who call themselves coaches have not been formally trained in specific coaching skills. Often this results in an inadequate or ineffective coaching experience for clients.

Looking on the bright side, the International Coach Federation (ICF) has credentialed 5,818 coaches worldwide to serve you.

The ICF is a consortium of professional coaches and organizations that have joined together under its auspices to shape and govern the profession of coaching.

The skills sets, competencies, ethics and standards are a collective agreement between coaches from all over the world who have made the commitment to maintain the very highest standards you would expect from any other profession.

Here are some clarifying questions ICF has developed to help you understand the true purpose of coaching.

What is coaching? Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

Coaches are trained to listen, to observe and to customize their approach to individual client needs. They seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach's job is to enhance the skills, resources, and creativity that the client already has.

What can I expect? Individuals and organizations who engage in a professional coaching relationship will experience fresh perspectives on challenges and opportunities, enhanced decision-making skills, greater confidence and interpersonal effectiveness.

Consistent with a commitment to enhancing their personal effectiveness, they can also expect to see appreciable results in the areas of productivity, personal satisfaction with life and work, and the achievement of personally relevant goals.

Why hire an ICF Credentialed Coach? Certification from ICF is extremely important when considering which coach to hire. It means the coach:

- Has received professional training from a program specifically designed to teach coaching skills in alignment with the ICF Competencies and Code of Ethics
- Has demonstrated a proficient understanding and use of the coaching competencies as outlined by the ICF
- Is accountable to the ethics and standards set forth by the ICF

Coaching has its own unique set of skills. For many coaches “unlearning” old skill sets from other professions has to occur before they can competently pick up the new skill sets used in coaching.

If you are considering hiring a coach, be diligent. Ask the coach if they have specific training in coaching skills and currently hold an ICF credential. Don't be misled to think a coach is a competent coach because they simply claim to be a 'coach' or set high fees.

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Read all of Ann's Writing and Wisdom at: <http://gvasuccess.com/writing-and-wisdom.htm>

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