



## What is coaching and how can it help you?

The role of a coach is to help an individual, or group of individuals, in the process of obtaining goals and overcoming obstacles. A coach will offer structure to this process while giving feedback and support to the client.

If you're reading this you're probably preparing for your Anotherway coaching session. We've learned, from experience, that at the beginning of the coaching process it's easy to feel a bit unsure or stuck when it comes to what you want to work on with your coach. So, we've created this document to try and outline the basics of coaching and suggest some ways to prepare for your Anotherway coaching session.

**To start, it's a good idea to know what you should and shouldn't expect from your coaching session:**

### **Coaching is:**

- A conversation.
- Active.
- A safe and confidential space.
- A chance to download.
- An exploration of potential.
- Optimistic.
- Non-judgmental.
- An opportunity to reflect on any issues that came up for you during your Anotherway development programme.
- NOT therapy - if, at any point in a session, an issue arises that your coach feels would be better discussed in a therapeutic context, they will signpost the resources you'll need to seek the right help.

### **Coaching can also be:**

- Challenging and intense.
- A long-term journey.
- Transformational.



**ANOTHERWAY**  
ASSOCIATES

**How you use your coaching experience is entirely up to you; our coaches are highly skilled and experienced so will always endeavour to meet your needs in a session.**

That said, in order for you to get the most from coaching it is a good idea for you to do some of your own preparation beforehand:

- The coaching process can be a demanding one so going into a session feeling alert and well is important.
- Setting some time aside before a session to contemplate what you may want to discuss with your coach is helpful and likely to lead to a more productive session. A question you may want to ask yourself in advance of a session is, 'at the end of my session how will I know whether it has been helpful for me?' If this really doesn't appeal to you, don't worry it's not essential.
- What you choose to discuss with your coach is really down to you and where you're at personally, and it's the coach's job to help tailor the session to satisfy your needs. But, if you're really stuck, some common themes that often come up in coaching are:
  - Wanting to stop procrastination.
  - Work/Life balance.
  - Relationships with colleagues.
  - Difficulty delegating.
  - Managing stress.