



**What is coaching
And
What are the benefits for you and your organization?**

What is coaching?

The *Merriam-Webster Dictionary* defines ‘life coaching’ as an advisor who helps people make decisions, set and reach goals, or deal with problems. But coaching is so much more than that to people who have experienced it. For many it’s a life changing experience that dramatically improves their outlook on work and life while improving their leadership skills. It helps people tap into unknown potential unlocking sources of creativity and productiveness.

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential even in the face of growing complexity and uncertainty which is common in many workplaces today that are struggling with the war for talent.

The **PURPOSE** of coaching is to create awareness, deepen the learning and forward the action to allow clients to live more fully in a deeper relationship with all aspects of their lives. It is not limited to work, personal or life. Coaching can have an impact on the whole person and those around them.

Who is the ICF?

International Coach Federation is the leading global organization dedicated to coaching and is the largest coaching organization serving more than 20,000* members worldwide. ICF is recognized worldwide for its high education standards. Advanced education is exemplified by ICF’s Credentials, which are becoming a true standard of professionalism in the coaching industry with more than 9,000* coaches holding one of three credentials (ACC, PCC and MCC). ICF also invests heavily every year into industry research so that our network of coaches can stand strong with fresh knowledge of industry trends to inform their daily decisions.

*Numbers as of December 2012. Numbers are subject to change month to month.

Coaching is NOT consulting.

Consultants are hired because of their specific expertise. Often, they assess a company's practices and offer recommended solutions for improvement. Coaching, on the other hand, is a discovery-based process in which the client is led to create the solution within themselves and are held accountable to implement it. This empowers employees to produce creative solutions on their own rather than carrying out someone else's recommendations. Therefore, coaching offers a long-term solution as it equips employees to face challenges in the present and the future.

Coaching is NOT counseling.

Coaching is future focused, while therapy is often concentrated on past pain or current challenges. Therapy deals with healing pain, dysfunction and conflict. Therapy outcomes often include improved emotional/feeling states. While positive feelings/emotions may be a natural outcome of coaching, the primary focus is on creating actionable strategies for achieving specific goals.

Coaching is NOT mentoring.

Mentoring is offering guidance from one's own experience or in a specific area of career development. Although some coaches provide mentoring as part of their coaching, such as in mentor coaching new coaches, coaches are not typically mentors to those they coach.

Coaching is NOT training.

Training programs are based on learning certain objectives set out by a curriculum. Coaching is not set on a curriculum; rather it is customized for individual clients and not based on a linear course. While there are objectives in coaching, they are set by the coachee/client with guidance from the coach.

How does Coaching Work?

Coaching is an ongoing partnership and process that accelerates client learning, performance, and progress in their personal and professional lives. The coach is the client’s partner and champion for success.

People are creative, resourceful and whole and the coach facilitates a collaborative strength-based process by asking questions through genuine curiosity and learning to help the client *become aware, expand their choices, then act* on them to create positive change in their lives and their careers.

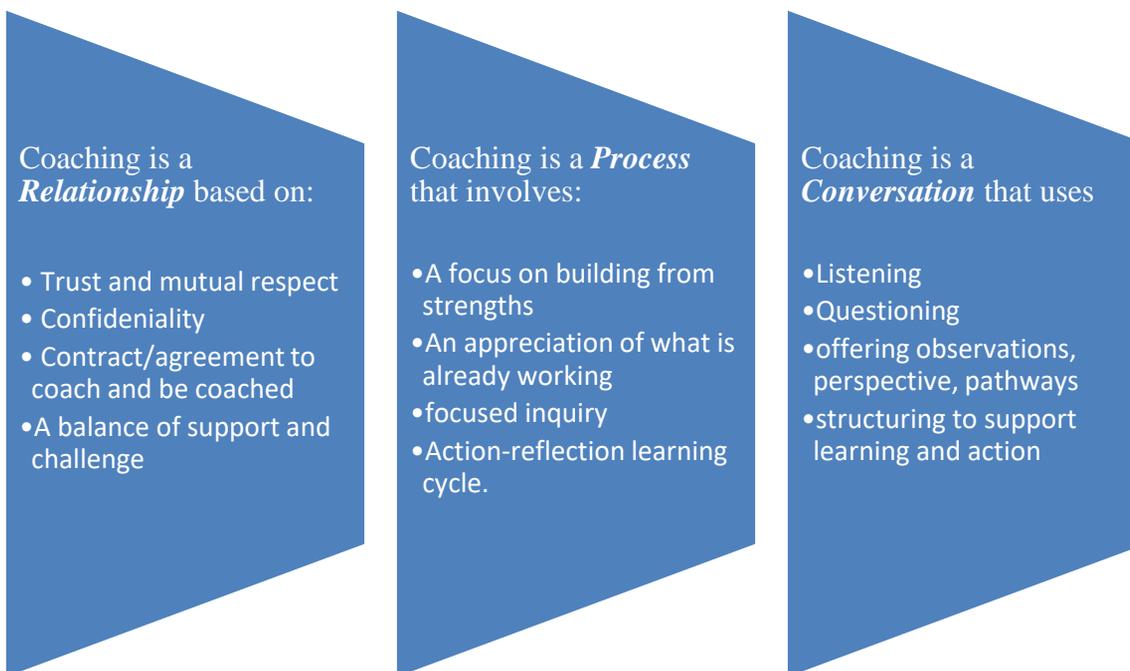
In each session, the *client chooses the focus*, while the coach listens and contributes observations and questions. This interaction creates deeper awareness and clarity for the client which accelerates the client’s progress by providing greater focus and awareness of choice. Coaching concentrates on where clients are today and what they are willing to do to get where they want to be tomorrow. This is the path to facilitate a positive change the client seeks.

The coach uses coaching skills to create an empowering partnership with the client that:

Provides and reinforces safety	Facilitate the client’s wisdom
Facilitates clarity& self-discovery	Promote wholeness and balance
Generates possibility	Hold the client's agenda
Fosters effective action	Suspend judgment
Embraces process	Promote empowering language
Holds accountability	Acknowledges who the client is & is becoming
Celebrates successes	

Coaching Relationship, Process and Conversation

Coaching uses the power of the relationship, process and conversation to facilitate positive change that leads to desired results.



Inquiry and reflection are essential for enhanced awareness. Enhanced awareness, in turn, is the key to our quest for fulfillment and effectiveness in working and living.

What is an inquiry? It's a powerful thought provoking question offered to the client. It's an opportunity to explore an issue from several perspectives with curiosity over time. There is no one right answer.

Powerful questions allow the client to look even broader and deeper at an aspect of what they are involved with. Its one tool that helps the client to engage with the process in the period between coaching sessions and integrates the coaching into the clients' life and work beyond the coaching conversation to allow for transformational change.

Why is coaching effective?

Highly renowned companies have realized coaching is an effective tool to advance their business and achieve their goals. Major corporations from a variety of business sectors have turned to coaching to improve their businesses, including IBM, Nike, Verizon and Coca-Cola Enterprises. Coaching is ushering in a new corporate culture, helping deal with complex job shifts and fine-tuning leadership performance. Now more than ever, it is vital for an organization to evolve and stay ahead of an ever-changing global market. Coaching helps organizations develop pliable, yet practical, methods to achieve strategic business goals, sustainable workflow and maintain high levels of customer satisfaction.

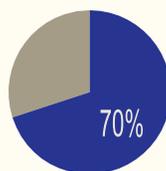
Like most organizations, you are probably facing high demands with fewer resources. Jobs are cut, workloads are heavier, responsibilities are more expansive, and the pressure can be paralyzing but coaching helps overcome these complex job shifts. Whether its adjusting to mergers and acquisitions, bringing in new hires, or managing executive career transitions, the effects of coaching are invaluable and widespread.

Coaching dramatically improves leadership performance. It can enhance communication skills and public speaking by empowering employees with renewed confidence. It also helps employees navigate organizational politics by fine tuning listening skills and helping them accept feedback from colleagues.

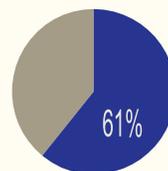
Coaching Benefits

Professional coaching explicitly targets maximizing potential. At the heart of coaching is a creative and thought-provoking process that supports individuals to confidently pursue new ideas and alternative solutions with greater resilience.

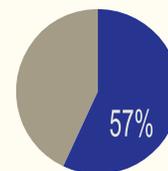
Increased Productivity*



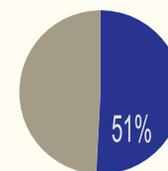
Improved
Work
Performance



Improved
Business
Management



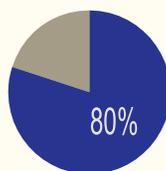
Improved
Time
Management



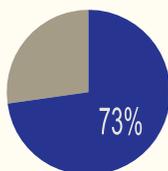
Improved
Team
Effectiveness

In the face of uncertainty caused by workforce reductions and other factors, expectations of the workforce that remains in a suffering company are very high. Restoring self-confidence to face the challenges is critical to meet organizational demands.

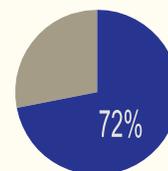
Positive People*



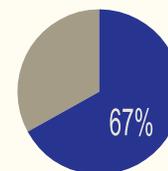
Improved
Self-
Confidence



Improved
Relationships

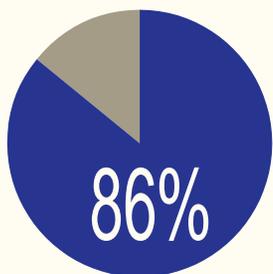


Improved
Communication
Skills



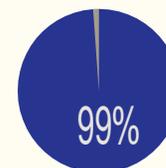
Improved
Life/Work
Balance

How can I be sure coaching works?

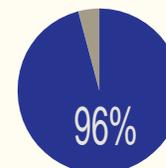


Numbers don't lie and that's why ICF has invested in extensive research* to demonstrate the highly effective nature of coaching. Our studies reveal high levels of satisfaction among coaching clients and validates a significant return on investment (ROI) for companies. According to the *ICF Global Coaching Client Study*, the vast majority of companies (86%) **say they at least made their investment back**. In fact, almost one in five people (19%) saw an ROI of 50 times their investment, while a further 28% saw an ROI of 10 to 49 times the investment.

Virtually all companies or individuals who hire a coach are satisfied. According to the *ICF Global Coaching Client Study*, a stunning 99% of people who were polled said they were somewhat or very satisfied with the overall experience. Advocacy for coaching also remains quite strong. In fact, 96% indicated they would repeat the process given the same circumstances that prompted them seeking a coach in the first place.



"Somewhat" or "Very Satisfied" with overall experience



Would repeat the process

*The 2009 *ICF Global Coaching Client Study*, the 2010 *ICF Global Consumer Awareness Study*, and the 2012 *ICF Global Coaching Study* were commissioned by ICF but conducted independently by the International Survey Unit of PricewaterhouseCoopers.

9 Questions to Ask a Prospective Coach

Ideally you have narrowed your pool of potential coaches to two or three, but what comes next? Asking the right questions is key in connecting with the coach that's right for you. Here are some recommended questions when considering a coach:

1. Do you hold an International Coach Federation (ICF) Credential?
2. What is your coaching experience?
(Number of individuals coached or hours, years of experience, types of coaching situations, etc.)
3. What is your coach-specific training?
(ICF approved training program, other coach-specific training program)
4. What types of businesses do you work with most often?
5. What levels have you coached?
(Presidents, vice presidents, middle managers, etc.)
6. What is your philosophy about coaching?
7. What types of assessments are you certified to deliver?
8. How would your clients describe your coaching style?
9. Do you have testimonials or coaching success stories you can share?

Coaching Testimonials

(Examples of individuals who have succeeded as a result of coaching/how the coach added value)

“Michelle’s coaching style is collaborative, compassionate, and solution-focused. Her questions allowed me to tie my goals to my values and to connect more deeply to my motivation. I highly recommend partnering with Michelle if you want to move forward in achieving success.”

- A Rabe, Healthcare Professional

“Michelle’s coaching has helped me focus and my business is growing. I set a goal, developed a game plan to achieve it and made a bold change. This experience shows how powerful coaching can be.”

- K. Anthony, HR Professional

“Michelle is a phenomenal listener. I was able to set priorities, make decisions aligned with my values, reduce my overload and feelings of being overwhelmed. I am more accountable and value myself in ways that I have not been able to implement before.”

- B. Garcia, Teacher/Writer

“I highly recommend Michelle as a coach. She partnered with me to increase confidence in my personal and work life. Through this process I discovered how to ground myself during stressful times so that I am able to address personal and work challenges in a more positive manner. I am more confident, worry less and sleeping better. I’m grateful for what I have learned and how confident and happy I am in my life and career.”

- J. Starr, Manager Property Accounting

“Michelle is a great coach who challenged and encouraged me in a variety of ways. She provided a unique partnership that helped me come up with new ideas and perspectives. In every session I walked away with an action plan that motivated me to complete it. Michelle is very professional and experienced as a coach and business woman. I thoroughly enjoyed my coaching and found it motivating and rewarding.”

- D. Templeton, HR Professional and Executive coach

“Michelle challenged me to think through the issues. She was very supportive, and I could easily share any aspect/issue I was struggling through without judgement. It was exactly what I wanted from the coaching experience and I made positive changes, decreased my stress and increased my effectiveness and confidence.”

- P Lea, Senior Manager, Security & Safety Canada

“Michelle’s coaching style is collaborative, focused and transformational. Her calm positive energy is inspiring. I was amazed by her powerful question which brought me to self-awareness and insights for me to come up with my own solutions. Michelle is a wonderful coach.”

- E. Kamaras, Certified Financial Analyst



Michelle Scott, *BSc, ACPC, PCC*

Leadership Coach, HR Consultant

Your Partner in Reaching Peak Performance!

Michelle is an executive level professional coach, HR/Business Consultant, Facilitator and keynote speaker specializing in Leadership Development, Coaching and Organization Transformation.



Michelle is a strategic and results-driven business and HR professional who provides professional coaching, consulting and workshops to develop leadership and talent for business and personal success. She is recognized and appreciated for her authentic, creative, inspiring approach to her practice. Michelle has a passion for developing other's peak potential, achieving desired results and ensuring a positive impact for individuals and organizations.

Services

Michelle's consulting services include strategy development, goal alignment, M&A, change management, talent management, succession planning, team development and HR/Business transformation. She also offers Team Coaching to support team effectiveness, goal achievement and accountability as well as individual leadership and entrepreneurial coaching. Her authentic and service-oriented style provides an energizing environment where clients are inspired and able to achieve their peak performance and fullest potential.

Education

Michelle is recognized through the ICF (International Coaching Federation) as a Professional Certified Coach (PCC) and received her training through Adler International Learning. She obtained her B.Sc., in Psychology and her Certificate in Human Resources Management from the University of Calgary. She earned her National designation as a (CPHR) Chartered Professional in Human Resources, is a Core Values Index (CVI) Certified Coach, Certified DDI Facilitator and Certified (MBTI) Myers-Briggs Practitioner.

Industry Experience

Michelle's industry experience includes over 20 years in a variety of industries including Oil & Gas, Energy, Pipelines, Engineering, Construction, Telecom, Manufacturing, Municipalities and Non-Profit. She has held senior leadership and executive level roles, transforming teams and organizations.

Organizations hire Michelle to facilitate the development of leaders and talent to increase their effectiveness and elevate their contributions. Her consulting practice includes developing HR strategy, building alignment with business strategy and goals, talent management, succession planning, change management and organization / business transformation.

Individuals hire Michelle to reach their personal and professional peak performance and achieve transformation to lead more fulfilling and rewarding careers and lives.

Strategic Talent Solutions provides HR Consulting, professional and team Coaching, leadership development, team development as well as customized solutions and workshops designed for teams, groups and associations.

www.strategictalent.ca

Phone: 403.852.3267

Email: michelle@strategictalent.ca