

FORD CONSULTING

Coaching Philosophy

Definition

Coaching is a systematic process that facilitates the learning and development of an individual or team to assist them in achieving their goals and aspirations. It involves discovery, challenge, action, growth and change.

Principles

Our coaching is based on the following principles:

1. Believe the coachee is resourceful
2. Work with the client's agenda
3. Focus on performance and potential
4. Raise awareness and responsibility
5. Build self-belief
6. Address the whole person, past present and future
7. Provide support and encouragement
8. Recognise & celebrate success

Approach

Our coaching approach is:

- Results focussed
- Non-directive
- Flexible
- Practical and realistic
- Collaborative
- Business focussed

Methodology

Our methods focus on raising awareness, setting goals, identifying actions and reflecting on progress. This is achieved through the skills of questioning, listening, challenging and providing feedback as well as the development of a sound coaching relationship involving:

- Confidentiality
- Honesty
- Trust
- Respect and acceptance
- Empathy
- Authenticity

The theories which contribute to and underpin our methods include:

- Emotional Intelligence
- Gestalt
- Positive psychology
- Humanistic psychology
- Behavioural psychology

Process

Our coaching programmes follow a six step process:

1. Engagement
2. Contracting
3. Assessment
4. Developing a coaching agenda
5. Delivering coaching interventions
6. Review and evaluation