

## LIFE COACHING

The whole person approach to coaching.

Assists people to discover what they want in life and unlock their own brilliance to achieve it. About people generating their own answers, not looking outside of themselves for solutions. Not about teaching what you already know or about clients acting as students. ....empowering people to invent something new-to think something they've never thought before and to say something they've never said before.

An ongoing relationship, which focuses on clients taking action toward the realization of their visions, goals, or desires. Uses a process of inquiry and personal discovery to build the client's level of awareness and responsibility and provides the client with structure, support, and feedback. (IFC)

- Focus is on the future.
- Relationship is typically long-term.
- Multiple paths to reach each want
- Goals, dreams, and visions drive the action.
- Client knows the way

## EXECUTIVE COACHING

Focuses primarily on work goals and work teams, not necessarily whole life coaching. Needs some special training for the uniqueness of the corporate world. Themes of developing key executive and managerial skills, enhancing teambuilding and leadership qualities, identifying and optimizing the use of key strengths, and building the competencies of emotional intelligence. Working with the decision makers, not just those carrying out the decisions.

### **6 major roles of executive coaches:**

- Identify and modify managerial style to improve the effectiveness of individuals and teams
- Aid the adaptation to change.
- Identify and utilize key strengths
- Create and monitor developmental plans
- Improve organizational p performance
- Help clients learn effective executive skills