

Introduction to Coaching

How do I know if coaching is right for me?

- Is there a gap of where you are now and where you want to be?
- Do you feel you want to achieve more?
- Do you want to feel stronger and more confident in your self?
- Do you sometimes feel stuck or put off making decisions or fail to stick to those you do make?
- Do you want to explore new and fresh ideas?
- Do you want to take action and get where you want to go faster?

If you answer yes to any of these questions then coaching can support you to be the best that you can be.

What is coaching?

Coaching is about you.

Coaching is a tool that is used to empower individuals and help them reach their goals; it is a structured conversation between the Coach and the Client, and a productive way to move things forward.

During a coaching session I will work with you to help you to articulate and work towards your goals. I will listen to you, ask questions, find out what your challenges are and help you tap into your enthusiasm and find inspiration to take action. You will be encouraged to make decisions and take responsibility for these decisions.

What coaching is not

Coaching is not about me making any judgements in our conversations, nor giving you advice or suggestions.

Nor can coaching be a substitute for counseling. If you commence a series of coaching sessions and it appears that coaching is not the correct support mechanism for you at this moment in time, we can discuss this and I will do what I can to help you find a suitable solution to support you.

What will happen during a coaching session?

Different coaches use different models to structure their sessions. A popular model, and one which I use, is the GROW model which is an acronym for the areas explored, Goals, Reality, Options and Way forward.

This model keeps you moving forward towards your goal. I will be asking you questions, listening to your responses, and challenging you to explore, get creative, and take action.



We will usually have our sessions face-to-face or over the telephone / Skype depending on your preference.

In each session I will guide you through a 6-step process:

1. If applicable, review the previous session and actions completed
2. Set the goal for that session
3. Consider where you are at the present moment with this goal
4. Consider your options in meeting this goal
5. Agree on some actions
6. Summarise the session before completing the session.

Each session will be for one hour, and I will manage the timing of the session and ensure you gain full value from the session.

In our sessions I will be asking you to write your goals down, make notes during the session and to write down any agreed actions.

Who else will know what has been said?

A coaching session is completely confidential. I agree and comply with the Coaching Academy's Code of Ethics (see below) and only in extreme circumstances will this confidence be breached. This includes the intent to cause harm to yourself or others or criminal acts.

What do I need to do before a session?

To make sure that your time is being well spent you need to come to the session fully prepared and with a goal or aspiration in mind that you would like to work towards.

Preparation is very important for the coaching session so you are encouraged to spend 15 minutes prior to the session taking yourself to an environment where you will not be disturbed, so that you feel refreshed and can relax prior to the start of the session. You will also need to ensure that you have a pen and paper to hand and any other items that you may think will be useful such as a diary.

I want to start coaching now. What do I do?

You just need to contact me to discuss your requirements in a little more depth so we can design a programme tailored to you.

I'll also ask you to complete a client information sheet, and we may use some tools to help identify your goals and structure the programme.

You can contact me on nikki@nikkidacosta.co.uk



Coaching Code of Ethics

All staff, trainers, students, graduates, associates and members of The Coaching Academy must agree to follow the Code of Professional Conduct (The Code). Alleged breaches of The Code will be fully investigated by The Coaching Academy and, if proven, may lead to the expulsion of the Coach and the withdrawal, without compensation, of all and any rights previously bestowed by virtue of that individual's connection with The Coaching Academy.

The Code

All staff, trainers, students, graduates, associates and members of The Coaching Academy agree to:

- Always conduct themselves to the highest levels of ethics, integrity, accountability and responsibility.
- Treat all clients and potential clients with absolute dignity, confidentiality and respect as free and equal individuals.
- Respect the commercial confidentiality of The Coaching Academy by not divulging business information to any third parties.
- Maintain the good reputation of the coaching profession in general and The Coaching Academy in particular.
- Comply with both the spirit and the letter of any commercial agreements made with clients, potential clients, professional colleagues and The Coaching Academy.
- Make commercial agreements with clients and potential clients that are fair and will respect all parties to such agreements.
- Keep appropriate and accurate records of your work with clients and ensure they will remain confidential, are stored securely and comply with Data Protection requirements.
- You will have professional indemnity insurance adequate to cover your coaching and/or coaching supervision practice.
- Represent true levels of status, title, competence and experience in order not to mislead, misrepresent or defraud.
- Clearly state to clients and potential clients the terms of any commercial agreement including the expectations of both parties.
- Make no claims or implications of outcomes that cannot be demonstrated or guaranteed.
- Monitor the quality of your work through feedback from clients and other appropriate professionals.
- Obtain written permission from any client or potential client before releasing their names as referees.



- Respect the absolute rights of the client's confidentiality except as expressly permitted by the client or potential client in writing or as required by law.
- Have qualifications, skills and experience appropriate to the needs of your client. If not refer your client to those who do, such as more experienced coaches, coaching supervisors, counsellors, mentors, or others offering specialist services.
- Avoid all conflicts of interest and give notice of such potential conflicts.
- Refrain from offering professional information or advice that you know to be confidential, misleading or where the accuracy is beyond your competence to assess.
- Endeavour to enhance public understanding and acceptance of professional coaching.
- You will be fit and healthy enough to practice. If not, you should stop until you are and, if necessary, your clients should be offered alternative support.
- Share skills and experience with fellow members and associates of The Coaching Academy to further increase the body of knowledge, skills and competencies of such parties.
- Continually develop professionally in both the theory and practice of coaching
Respect all copyrights, agreements, work, intellectual property and trademarks and comply with all laws covering such areas.
- Avoid coaching minors (people who have not yet had their 18th birthday) without the express written consent of parent, guardian or teacher as appropriate.
- Contact The Coaching Academy immediately if you find yourself in a situation which may create conflict, litigation or bad publicity.
- Comply with all laws and by-laws of the UK and, if coaching clients based abroad, with the laws of the clients' country.
- Ensure that all advertisements and promotional materials, whether verbal or written, are legal, decent, truthful, honest and in compliance with the requirements of the UK Advertising Standards Authority.
- Make a copy of this Code freely available to clients

