

PERSONAL COACHING SERVICE

If you can dream it, you can do it (W. Disney)

What is Coaching

Coaching is now recognized internationally as the most effective and personalized method to ensure that the full potential and performance of individuals, teams and organizations is developed and maintained over time.

"The proof of the validity of coaching is very evident. In a study by the International Personnel Management Association, it is shown that, if training improves productivity and learning on average by 22%, with coaching it reaches 88% "(source: Financial Times).

Coaching is a "transformational" model based on direct experience and Action Learning. By focusing on specific goals, it allows the person to discover new horizons, give oneself unimagined perspectives and find inner resources to develop their own project for personal and professional growth.

It is a powerful collaborative relationship between a coach and an individual (called a coachee) who must join voluntarily. Through a process of discovery, of goal setting (fine-tuning of the objectives and actions to be taken in order to achieve them) and strategic actions, it allows the accomplishment of the expected results, accelerating decision-making and implementation times.

The coach behaves as a catalyst, not acting directly in the chemical reaction, but favoring its production.

Rather than a figure of "help" or "support", the coach is a figure who works for the "self-development" of the person, guiding her/him to action.

The person's emotional experience is not worked out, but the coach helps them managing it. There is no focus on the past, but on the present and the future.

No advice is given, but through the technique of questions (exploring questions), the capacity for self-learning is stimulated, allowing the person to discover unused aspects of their potential (the cultural model of reference is the art of Socratic maieutics).

Unlike traditional training models, it does not introduce knowledge/ skills but turns on those that are already present in individuals.

You can't teach something to a man. You can only help him discover it within himself
(Socrates)

In summary, what it is and what it isn't

- It places the focus on beliefs and behaviors, not on personality (it is not a therapist)
- It is descriptive, not evaluative (it is not an assessor)
- It does not introduce knowledge and skills, it stimulates reflection (it is not a trainer)
- It does not give advices or solutions but urges self-development (it not a consultant)
- The coach is an equal partner, not an expert to take as a model (it is not a mentor)

- It is based on listening
- It is based on concrete elements, not on impressions or ideas
- It is clear and direct
- It takes into consideration present and future time aspects
- It provides constructive feedback
- It focuses on specific aspects
- It emphasizes mutual responsibility
- It is based on confidentiality and trust

In particular, the Coach "works" on

- Setting goals/ results
- Eliminating internal obstacles
- Managing external obstacles
- Bringing awareness of who we are and how to put ourselves in life
- Showing one's uniqueness and potential to be expressed
- The move to action
- The assumption of responsibility
- The search for personal balance
- Improving one's lifestyle

The Coaches of Life Coach Italy comply with the Guidelines and the Code of Ethics of ICF (International Coach Federation). The contents treated in the sessions are protected by the principle of confidentiality and will not be disclosed.