



What is life coaching?

Life coaching is a confidential service that helps individuals refine their focus and direction with desired objectives. It is a process that accelerates an individual's progress by providing greater focus and awareness of possibilities that lead to more effective choices.

The individual chooses the conversation and sets all goals. The coach is a detached participant who offers a neutral perspective and may use inquiry, reflection, requests, and discussion. The coach may also utilize concepts and principles, which can assist in generating possibilities and identifying actions. During this process the clarity needed to support the most effective action is achieved.

The coach also monitors an individual's progress, and if necessary, the coach may help to modify and expand the course of action. This service concentrates on where an individual is now, and what he/she is willing to do to achieve desired results for the future. These results will be a reflection of the individual's intentions, choices, and actions, supported by the coach's efforts and application of coaching skills, approaches, and methods.

Life coaching is not therapy, counseling, or consulting. It is not a system that diagnoses and treats problems or illnesses.

2. What are the benefits of coaching?

Coaching can produce a variety of benefits. Individuals who engage in a coaching relationship can expect to experience fresh perspectives on both personal and professional challenges and opportunities. They will also experience enhanced thinking, decision making, and interpersonal effectiveness, as well as confident execution of their chosen work and life roles. Individuals also

can expect to see appreciable results in the areas of productivity, personal satisfaction with life and work, and the achievement of personally relevant goals.

3. How can you determine if coaching is right for you?

Start by summarizing what you would expect to accomplish in coaching. When someone has a fairly clear idea of the desired outcome, a coaching partnership can be a useful tool for developing a strategy for how to achieve that outcome with greater ease. Since coaching is a partnership, also ask yourself if you find it valuable to collaborate, have another viewpoint, and be asked to consider new perspectives. Ask yourself if you are ready to devote the time and the energy to making real changes in your work or life. If the answer to these questions is yes, then coaching may be a beneficial way for you to grow and develop.

4. What are some typical reasons someone might work with a coach?

There are many reasons why an individual might choose to work with a coach, including, but not limited to, the following:

- There is something at stake (a challenge, stretch goal or opportunity), and it is urgent, compelling, exciting, or all of the above
- There is a gap in knowledge, skills, confidence, or resources
- A big stretch is being asked or required, and it is time sensitive
- There is a desire to accelerate results
- There is a need for a course correction in work or life due to a setback
- An individual has a style of relating that is ineffective or is not supporting the achievement of one's personally relevant goals
- There is a lack of clarity and there are choices to be made
- The individual is extremely successful, and success has started to become problematic
- Work and life are out of balance, and this is creating unwanted consequences
- One has not identified his or her core strengths and how best to leverage them
- The individual desires work and life to be simpler, less complicated

5. What does the process of coaching look like?

The Coaching Process - Coaching typically begins with a consultation (either face-to-face or by telephone) to assess the individual's current opportunities and challenges. It also serves to define the scope of the relationship, identify priorities for action, and establish specific desired outcomes. Subsequent coaching sessions will be conducted over the telephone, with each session lasting a previously established length of time. Between scheduled coaching sessions, the individual may be asked to complete specific actions that support the achievement of one's personally prioritized goals. The coach may provide additional resources in the form of relevant articles, checklists, assessments, or models, to support the individual's thinking and actions. The duration of the coaching relationship varies depending on the individual's personal needs and preferences.

Assessments - A variety of assessments are available to support the coaching process, depending upon the needs and circumstances of the individual. Assessments provide objective information that can enhance the individual's self-awareness and awareness of others, and their circumstances. They also provide a benchmark for creating coaching goal and action strategies, as well as offer a method for evaluating progress.

Concepts, models, and principles – These may be incorporated into the coaching conversation in order to increase the individual's self-awareness. These tools encourage shifts in perspective, promote fresh insights, and provide new frameworks when searching for opportunities. These concepts, models, and principles may be drawn from philosophy, behavioral sciences, and spiritual traditions.

Appreciative approach - Coaching incorporates an appreciative approach. This thinking is grounded in what's right, what's working, what's wanted, and what's needed to get there. Using an appreciative approach, the coach models constructive communication skills and methods the individual can utilize to enhance personal communication effectiveness. This approach incorporates discovery-based inquiry and proactive (as opposed to reactive) ways of managing personal opportunities and challenges. The appreciative approach also integrates constructive framing of observations and feedback in order to elicit the most positive responses from others. The result is envisioning success vs. focusing on problems. It is simple to understand and employ, but its effects in harnessing possibility thinking and goal-oriented action can be profound.

6. What does the coach do? What does the individual do?

The role of the coach is to provide objective assessments and observations. This enhances the individual's self-awareness. The coach practices astute listening in order to gain a full understanding of the individual's circumstances.

He/she may also act as a sounding board in support of possibility thinking, thoughtful planning, and decision-making. The role of the coach is to champion opportunities and potential, encourage challenges commensurate with personal strengths and aspirations, foster shifts in thinking that reveal fresh perspectives, and challenge blind spots in order to illuminate new possibilities. The coach supports the creation of alternative scenarios, and maintains professional boundaries, including confidentiality.

The role of the individual is to create the coaching agenda based on personally meaningful goals. The individual will utilize assessments and observations to enhance self-awareness, envision personal and/or organizational success, and assume full responsibility for personal decisions and actions. The individual will utilize the coaching process to promote possibility thinking and fresh perspectives, and take courageous action in alignment with personal goals and aspirations. The individual will engage in big picture thinking and problem solving skills, and will utilize the tools, concepts, models and principles provided by the coach to engage effective forward actions.

7. How can the success of the coaching process be measured?

Measurement may be thought of in two distinct ways. First, there are the external indicators of performance: measures which can be seen in the individual's environment. Second, there are internal indicators of success: measures which are inherent within the individual being coached. These measures are evident by the individual being coached with the support of the coach. Ideally, both external and internal measures are incorporated.

Examples of external measures include achievement of coaching goals established at the outset of the coaching relationship. They might be increased income/revenue, obtaining a promotion, improving relationships, and performance feedback obtained from a sample of the individual's constituents (e.g., colleagues, customers, boss, friends and family). Personal or professional external measures selected should ideally be things the individual is already measuring and are things the individual has some ability to directly influence.

Examples of internal measures include self-scoring/self-validating assessments which can be reviewed at regular intervals in the coaching process. These can include changes in the individual's self-awareness, shifts in thinking that inform more effective actions, and shifts in one's emotional state which inspire confidence.

Why choose NataliaAlexandria.com?

We have a successful track record assisting people with life fulfillment and work/life balance. At NataliaAlexandria.com, we specialize in helping those individuals who desire a common sense and practical approach for positive

change and smooth transitions. Our unique program incorporates a proven methodology which supplies realistic disciplines that encourage lasting transformations. Our areas of expertise include, but are not limited to, the following:

Coaching

Work//Life Balance
Communication & Interpersonal skills
Life Purpose Identification
Goal Clarification & Achievement
Emotional Intelligence
Awareness Building
Confidence Building
Life Design Planning & Execution
Holistic Wellness
Spiritual Expansion

Consulting - Geared for business professionals. Please refer to our Executive Coaching Page for more information regarding our dynamic program *Infinite Professional Development*[™].

Improving Your Competitive Edge
Client Relationship Management
Interpersonal Communication
New Business Development and Direction
Strategic Planning
Leadership Acumen

For your convenience, please visit our website to determine how we can assist you with our coaching and consulting services.

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