



MODULE 3  
**PRINCIPLES OF A GREAT COACH**



## Principles of a Great Coach

### 1. Believes in Human Potential

Probably one of the toughest principles is to *“believe in human potential”*.

It is a choice that every Catalyst Coach must choose to abide in the Coaching Relationship with the Coachee. This is an all-encompassing statement, which requires the Catalyst Coach to withhold any opinion and bias completely toward to the Coachee and simply believe that all things (goals, options, possibilities, opportunities) are achievable, if the Coachee so decides.

**Coachee Question:** *Will I be able to change the “world”?*

**Catalyst Coach Answer:** *If that is what you desire, it is surely possible.*

*Let’s work it out together. 😊*

The most alarming thing that the Catalyst Coach can do is to disbelief what the Coachee desires to achieve. Don’t stand in the way of genius (in the making).

### 2. Build Self-Esteem

It is time now for the Coachee to recognize and believe in his/her own human potential. A good way to encourage that is when the Catalyst Coach can anchor and communicate using positive statements and identifying positive intentions that will expound on the Coachee’s ability to achieve desired results. This will eventually build the Coachee’s self-esteem, especially when the Coachee may not at first believe in him/herself.

For example, as a Catalyst Coach you can recognize when the Coachee has taken steps to set a challenging goal or identify his/her own areas of opportunity. This builds the self-worth and also confirms to the Coachee on the progress from the last session. Positive self-esteem is vital for an effective Coaching Relationship.

### 3. Validates Understanding

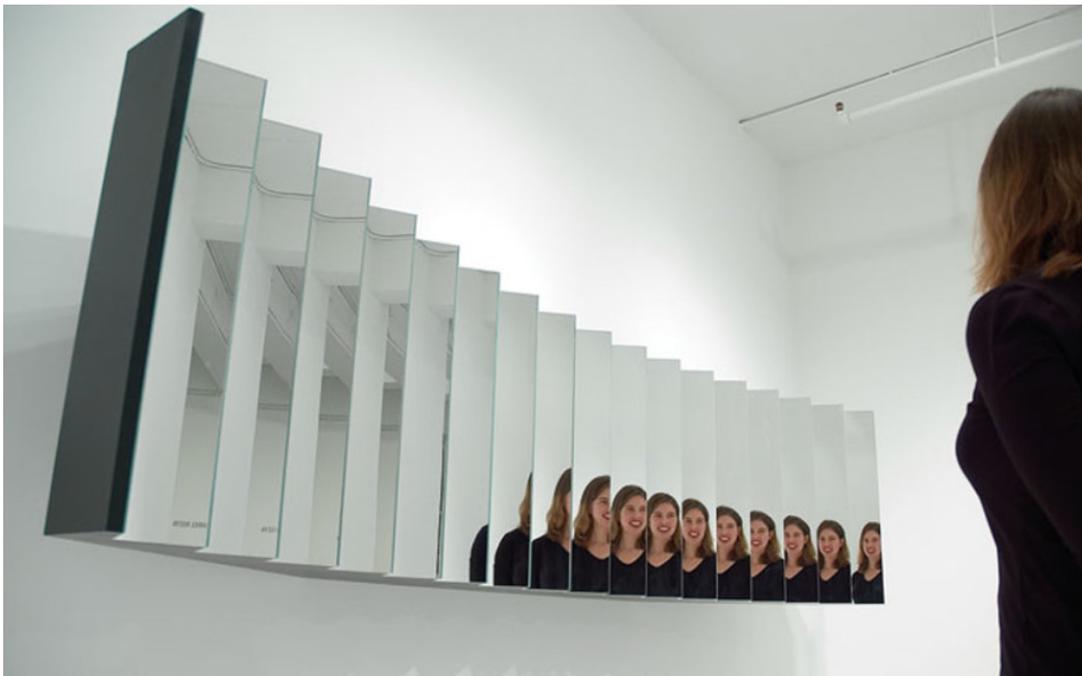
A good coaching relationship will allow an unbiased and open shared view between the coach and the coachee about what is the current reality. This happens when both the instrumental language of tasks (content) and the interpersonal language of relationships (feelings) are intertwined to build a strong connection. The best way to develop a shared understanding is through active listening and being fully present when engaging.

Through this two-way communication, it allows the Catalyst Coach to "validate" the Coachee (through paraphrase, summary or reflect back) to better understand what was actually said.

#### 4. Challenges Reality

While coaching focuses on the immediate goals, wants, desires presented there will be a need to examine at the Reality in both the Breadth and Depth of details. There could be conflicting situations in the Coachee's life that will need to be further explored and openly discussed.

This is the time where the Catalyst Coach showcases greater patience and "*holds up the mirror*" for the Coachee to reflect, evaluate and discover the key areas that could have caused the Coachee to not achieve the desired goals, outcomes and/or their destination of life.



At this critical moment, the Catalyst Coach should refrain from using statements like 'why don't you' and the 'yes but' scenarios, as this is more so a Mentoring or Consulting approach. Instead, the Coach is to ask the challenging questions, helping the Coachee to learn and develop new capabilities that will bring their reality into focus.

The Catalyst Coach's role is also to help the Coachee to navigate through the difficult decisions and changes that need to happen and bring about a new awareness and alignment to where to from here.

## 5. Expands Options

The flip side to this is simply telling the Coachee what to do or providing a solution on the Coachee's behalf (just because they asked for your opinion). I am sure this would remind you of the days of past, when a more senior person would just give their opinion on something and that was the final decision.

As a Catalyst Coach, we are to create an atmosphere that facilitates the Expansion of Options together with the Coachee. And by doing so, the Coach is allowing the Coachee to identify their own alternative solutions and opportunities, and thus showing them respect for their valued thoughts and ideas.

## 6. Inspires Action

One key role of the Catalyst Coach is to ask the right questions to help the Coachee towards evaluating their own ideas/options they would like to commit in, and for them to be inspired to select ways to begin taking action.

By defining the next action clearly with the Coachee, with the correct measurement of success and the right feedback and follow-up, it will encourage the Coachee to act with accountability. The Inspired Coachee will be the one who will know what is to happen, who is to be involved, when and where it is to happen, and the impact of the action taken.

## 7. BE the Coach

This would be the single most important Principle of a Great Coach. Besides the first "Believe in Human Potential", which acts like book ends to one another. Why? Because it is always easy and tempting to BE someone else when you are called to BE the Coach. You could easily fall back into default mode and be a Parent to a Child, a Husband to a Wife, Boss to a Subordinate, a Team Lead to a Team Member, a Teacher to a Student, and the list goes on. But it is more Empowering to BE the Coach (which is somewhat humbling as well) and allow the Discovery and Unlocking of the Potential and Possibility to be enjoyed fully by the Coachee.

When we choose to BE otherwise, we somehow pre-maturely take back the reigns of accountability and responsibility away from the actual decision maker, the Coachee. As you choose daily to BE the Coach, you are unleashing more power, growth and learning back to the Coachee.

Try it. Give them a shot at their own life.