



Coaching

1. What is Coaching
2. What Coaching is Not

Prepared By: Arnold Shkaidy
Qualifications

BA, BEd(Psych),
MEd(Psych)Cum Laude, MBA.



1. What is Coaching

- Enhances individual and organisational performance
- Focuses on solutions and client-driven strategies
- Uses evidence-based practices for real results
- Provides a safe space to tackle sensitive issues
- Partners with you to boost growth and well-being
- Helps you explore where you are and where you want to go
- Expands your options and helps you make clear choices
- Guides you to achieve your goals more efficiently
- Promotes your self-discovery
- Enhances behaviour change and skill development
- Empowers you to find your own solutions.

2. What is Coaching Not

- Does not focus on the past.
- Does not give you direct answers.
- Does not "fix" people.
- Is not mentoring.
- Does not impose solutions.
- Is not expert-led teaching.
- Is not training.