

What is it?

Coaching is a collaborative relationship that uses an adult learning framework to help the coaching counterpart (coachee) identify and remove any interference that limits the expression of their full potential. Performance is improved through an integral view of what interferes with potential. The coaching relationship is framed within an adult learning cycle that encourages a systematic, solution-focused process of:

- setting goals,
- taking actions that ensure sustainable behaviour change, and
- reflecting to make sense of these changes in terms of new understandings, initial individual goals, desired organisational results and long-term, personal potential.

The coaching process aims to improve the quality of the coaching counterpart's working and personal life and thereby contribute to organisational effectiveness. EASA focuses on a very practical and experiential approach to coaching. We recognise that the essential qualities of an executive coach are the ability to;

- understand the process of executive coaching and the importance of the relationship,
- understand and value the ethical issues of executive coaching,
- manage their own physical, mental, and emotional state,
- listen and to ask powerful questions,
- assess the client's desire for change,
- build trust and balance the dichotomy between trust and challenge,
- hold the coaching counterpart to their commitment to action.

Executive coaching is a fee for service program and is not covered under the Employee Assistance Program.

EASA, the coaching counterpart and the funding organisation sign a contract for 5 coaching sessions. The contract outlines the obligations of each party.

What are the benefits?

Coaching has a major beneficial impact in the workplace. Overall, the biggest message that seems to come through about coaching effectiveness is that it is valuable in assisting people build self-efficacy. Self-efficacy is the perception/belief people have about their capacity to achieve in relation to actions and goals.

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In particular, coaching improved peoples' perception of their own strengths and challenges, and their ability to communicate assertively and confidently with their colleagues and staff.

A survey by the Institute of Executive Coaching found that 92% of respondents expressed overall satisfaction with their coaching.

Comments from the surveys:

"It has been the most rewarding development experience in my career. Like a shrink at work!"

"Possibly the most effective development I have received in my professional life"

There were five main areas of benefit that people have described:

% satisfied or very satisfied	
Learning about yourself	86
Developing communication skills	76
Improving your work organisation and planning	66
Understanding context/strategy of your business	50
The coaching experience overall	92

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REF: The Institute of Executive Coaching, Sydney, <http://www.iecoaching.com/>

Who can participate?

"Leaders don't force people to follow - they invite them on a journey."

Charles Lauer

Executive Coaching is for all team leaders, managers and executives. It's for anyone that feels that there are obstacles in their way to becoming better and greater at work.

Executive Coaching helps individuals to achieve their Goals. It focuses on Realities and Options for their personal and professional development.

Executive Coaching has an educational content. The most effective adult-learning is self directed and goal oriented. It involves evaluating, planning and implementing actions to achieve personal, professional and business goals.