

Benefits of using a Professional Coach

Using Professional Coaches brings many wonderful benefits which start with gaining clarity of your aspirations and goals, brings a fresh perspective on personal and professional challenges, gives each client enhanced decision-making skills which leads to greater interpersonal effectiveness and increased confidence.



The list of benefits does not end there.

1. Coaching puts the client at the centre of learning. Coaching focuses on:
 - the client.
 - what the client wants from their personal and/or professional life.
 - the needs of the client.
 - how the client wants to address those needs.
 - how the answers can be drawn out of the client. Coaching is based on the client having the answers or having a way to find the answers.
2. Coaching is engaging. It involves both parties. The client is an active participant in every element of the coaching sessions. The coach is alert to what the client is saying and is not saying.
3. Coaching is safe. The client has the opportunity to share their inner-most secrets with someone who will maintain their confidentiality.
4. Coaches adapt to the clients preferred learning style. This is easier where the coach is working with a client on a 1-2-1 basis, but a professional coach will always adapt their coaching style to suit the client or clients.
5. Coaching encourages greater understanding for the client.
6. Coaching creates ownership of the aspiration, goal, actions, and achievement. These elements of coaching are owned by the client. The client defines their goal from their aspirations. The client generates their own ideas, solutions, and selected actions. The client creates and owns their achievements. It is for this reason that the clients aspirations will be carried through to achievement.
7. Coaches afford the client with the satisfaction of achievement. Each client will discover their own actions, rather than being told what to do.
8. Coaches provide clarity. Each coach supports the client to clarifying their own aspirations and converting these into achievable goals.
9. Coaching is cost effective. It can be quick because it focuses clearly on the client's specific issues and needs.
10. Coaching encourages innovation. Questioning by the coach encourages the client to explore outside the box. In doing so the client may select an action that they have not previously thought of.
11. Coaching generates the new ways we need to think. Albert Einstein said 'we cannot solve our problems with the same thinking we used when we created them.' Coaching allows each client to change their thinking and source ideas, solutions, and actions from outside the box.
12. Coaching gives the client the motivation to achieve. Coaching supports the client to clear their blocks, and provides them with the opportunity to go after their goals with passion.
13. Coaching is satisfying for the coach. Coaching requires a range of skills and when used clearly in a coaching session can provide both the coach and the client with a lot of satisfaction. In this the coach helps the client to get to where they want to be.
14. Coaching is set to be the more flexible and response approach to personal and professional development. Training programmes are structured to cover a range of reasons and may not be at the right time or in the right place. Coaching is more flexible and easier to arrange. Coaching is available as and when required.



15. Coaching is an appropriate management style. Research has shown that most staff respond well to coaching – either from their management or from a coach.
16. Coaching is more collaborative. Coaching is about finding a solution that suits the client and where applicable the organisation; rather than instructing the client in a solution to their problem.
17. Coaching is recognising that each client's situation is different. The high level requirement of each client may be similar, but no two clients are in the same situation, which makes each coaching situation unique.
18. Coaching is future focused. Coaches' help their clients move from where they are today in their personal or professional lives, to achievement of their aspirations.
19. In business, coaching is the long-term investment in higher business performance. It is the most cost effective way to gain more effective and skills members of staff demonstrating a higher business performance.
20. Coaching is a company's commitment to developing its staff which in turn contributes to a supportive organisational culture with high morale and improved staff retention.

Whether you are looking to hire a coach for yourself or for your organisation, the coaching process will provide each person coached with an improvement in their own productivity, an increased satisfaction with their own life – personal and professional, and the opportunity to achieve their own goals.

Recent research conducted independently by PricewaterhouseCoopers shows that **Return on Investment** for 86% of companies survey is that they say that they at least made their investment back. The same survey shows that **99%** of companies and individuals who hire a coach were 'somewhat or very satisfied with the overall experience' and that **96%** would repeat the process.

The IRCM is the first independent body to create a register to include coaches and mentors world-wide who are currently performing a service as a coach or mentor; and has a duty of care to the coaching and mentoring buying public. It is for this reason that the IRCM provides you with the **Register of Coaches and Mentors** to enable you to verify the qualification and competence of the coach or mentor you hire or are working with.

The register shows information which is held in the public domain or may have been updated by the coach or mentor; and shows their qualifications and competence as a coach or mentor. The qualification will be through a training company, whereas the competence is demonstrated by the independent recognition provided by an Accreditation Body or Trade/Professional Organisation.

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