

Coaching Skills 3 & 4

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🟡 Coaching Ethics & Roles

What are the ethics of coaching parents?

It doesn't matter who you are or what you're doing, you must have ethics

There are two prominent organizations which provide guidelines for the ethical conduct of coaches: The International Coaching Federation or ICF (<http://www.coachfederation.org>) and the International Association of Coaches or IAC (<http://www.certifiedcoach.org/>).

We encourage all certified coaches to join a professional organization.

This assignment is to download IAC's ethical guidelines, read them thoroughly, and write down five to ten questions that arise for you about your coaching practice.

Send them to your trainer for review and responses.

● Coaching Ethics & Roles

When you are an ACPI Certified Parenting Coach, people will call you for an initial interview and **ask what you do?**

In your marketing class, you will determine a **tag line** to answer that question in one sentence. Some examples follow and note that this sentence offers innovation or a solution. Parents want solutions like

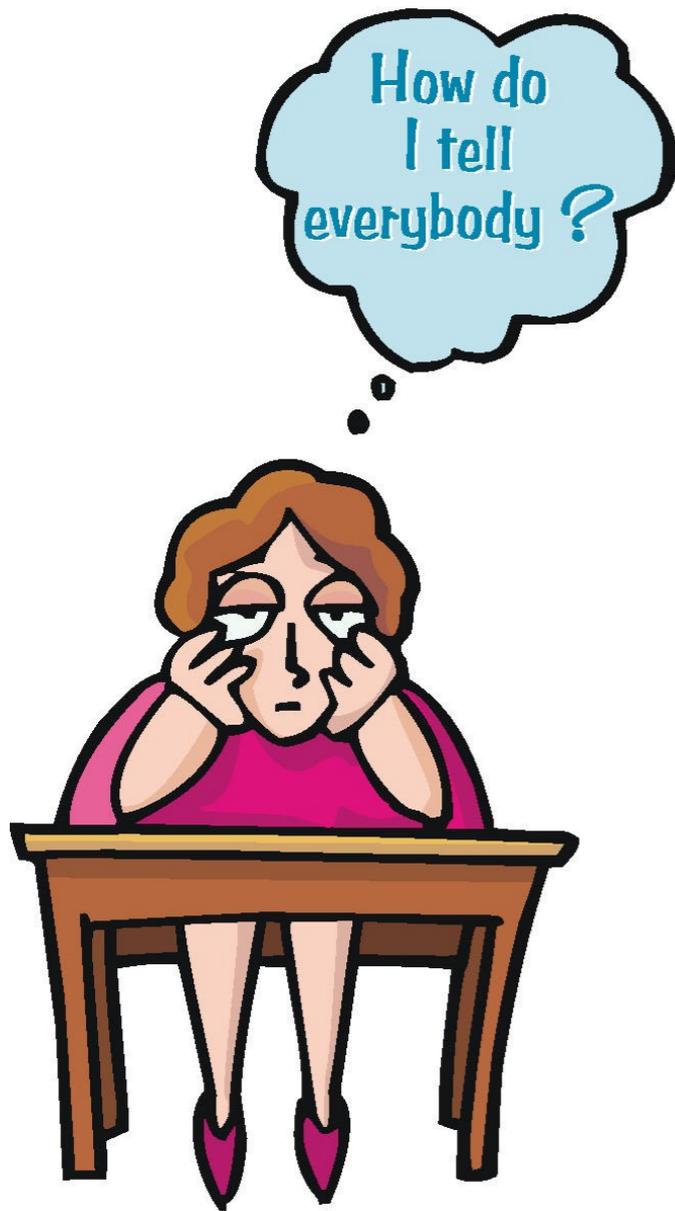
- *I work with parents to discover their parenting gifts.*
- *I coach parents to better understand their children's personal styles and learning preferences.*
- *I offer support for parents of children with learning differences.*
- *I specialize in quelling sibling rivalry.*

Exercise: On Google, search for parenting coaches, review 6 web sites, and find the coach's tag lines. Write down examples of what you do like and do not like. (Hint: the most acceptable tag line presents a solution)

If inspired, write down ideas for your own tag lines to use in your marketing class.



● Coaching Ethics & Roles



- How does the parent coach communicate their role?
 - I am a change agent for you.
 - I am here to empower you to solve your issues, gain new insight, explore new options, help you reach your goal, challenge any thoughts, behavior, or actions that are not working.
- **Exercise: Write out your own answers for parents when they ask you, “What does a coach do? What do you do?”**

Coaching Role

- Assumes the clients is highly-functional
- Roots in business and personal growth venues
- Works to motivate people to a higher level of functioning
- Focuses on actions and the future; goal-orientation
- Focuses on solving problems
- Works for solutions to overcome barriers, learn new skills, and implement effective choices

Coaching

Source: Hayden, C. J., and Whitworth, L. "Distinctions Between Coaching and Therapy." International Association of Personal and Professional Coaches Newsletter, October 1995.

Client rapport and relationships

"Winners are people who have fun—and produce results as a result of their zest."

Tom Peters



- Your clients are winners. Greet them as winners with a big smile and open heart.
- Establishing comfortable, confident rapport is knowing the coach is a supportive mentor in their day.
- Establishing coaching presence is to be relaxed, settled into your comfortable heart space, and attentive to your client.
- Practice active listening.
- Ask powerful questions.
- Always communicate directly.

5 coaching questions will tell you if and when your client is ready and motivated to make the changes they desire. Their motivation may be due to their core temperament style.

- 1. Are you willing.....Being willing is the client's **attitude** to change
- 2. Are you ready.....Readiness is the client's **ability** to change
- 3. Are you committed.....Commitment is the **follow-through** to action
- 4. Will you take action....Means the client is able **to achieve** the goal
- 5. How will you evaluate your actions... This is **observable change** in behaviors or results.



Ask Questions To Determine Readiness, Willingness, & Ability

- **Open Door to Possibility:** May I offer feedback? Can I share my thoughts? Will you hear me? (Kids - Are your ears turned on?)
- **Determine Willingness - how is the attitude:** Are you willing to change? (Kids) Do you have the energy to take the next step? Ready to take the next step? Can you feel the change?
- **Determine Readiness - having the ability to change:** Are you ready to set the first goal? How did writing down the first steps feel? Can you see the success at the end of the road? What do you see as your next steps?

● Section 5 - Coaching Effectively

GENERAL GUIDELINES TO EFFECTIVE LISTENING

- Nothing less than full, undivided attention.
- No clocks, phones, interruptions, or excessive note-taking.
- Maintain eye contact in person.
- On phone, maintain heart contact
- Hear it all before you respond
- Acknowledge feelings
- Allow silence



● Section 5 - Coaching Effectively

THREE Rs OF EFFECTIVE LISTENING

- **RECEIVE** - You have to listen, so be prepared for your session. Wait and hear the story, and assume nothing. Probe gently and redirect the point or conversation if necessary. Maintain focus on client.
- **REFLECT** - Make sense of what you are hearing by repeating... mirroring the image, feelings or words to the client
- **REPHRASE** - Put it into a meaningful context by choosing different words or using a metaphor. Ask questions or clarify as you need to.

● Section 5 - Coaching Effectively

Listening is a magnetic and strange thing, a creative force. The friends who listen to us are the ones we move toward. When we are listened to, it creates us, makes us unfold and expand.

Active listening

Listen to the client's content

Listen to the emotion beneath the client's words

Listen to your thoughts and be aware of your feelings while the client is talking

Exercise

Listen to Audio 2 as this parent explains an issue, and then write down as three distinct paragraphs your version of the parent's content, the client's emotions, and then your thoughts and feelings as the client was talking.