

70 hours ICF Coach
Education



True North Level 1 Program



TRUENORTH
COACHING ACADEMY™

16 hours Learning Sessions , 10 OOS, 3 Mentoring sessions, 10 modules



*S N A P
model*

*Cornerstones of
Coaching*

*Observed
Sessions*

03

02

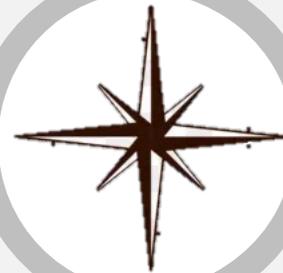
04

*Foundational
learning*

01

05

*Peer Practice &
Asynch learning*





Pre Work : Difference between them

CONSULTING

Advising,
Telling,
Instructing,
Pros and Cons,
Optioning

TRAINING

Teaching,
Correcting,
Prescribing

THERAPY

Past incidents
having an
impact on
current mental
state

MENTORING

Guiding and
teaching to
bring up level



What's your Default State ?



What coaching is not ?

- *Solutioning, consulting, Psychotherapy, teaching, advising, telling*
- *Root cause analysis*
- *Brain storming actions*
- *Problem solving*
- *Analysing & Blame gaming*
- *Scaling with Pros and Cons*
- *Situation management*
- *Comparing Pros and Cons*



ICF Definition



Coaching is *partnering* with clients in a thought-provoking and creative process that inspires them to *maximize their personal and professional potential*. It is an ongoing *professional relationship* that helps people produce fulfilling results in their lives, careers, businesses or organizations.



Let's review these definitions of COACHING

Together, we'll explore your unique circumstances, strengths, and aspirations, and uncover any limiting beliefs or obstacles standing in your way.

Professional coaching is a partnership that provides you with an objective perspective, focused support, and thought-provoking questions to help you clarify your goals and develop actionable strategies to achieve them.

2 parts:

- 1-What coach does?
- 2-What happens as result?

• "My role is to create a safe and supportive environment where you can gain greater self-awareness, build confidence, and take intentional steps towards the life or career you truly desire."

"I will serve as your dedicated thinking partner, challenging you to look at situations from fresh angles and empowering you to find your own solutions."



Coaching is more than input to output

As we delve deeper into the coaching process, it's crucial to understand the transformative journey the coachee undergoes. This journey, while challenging, is where the true value of coaching lies.



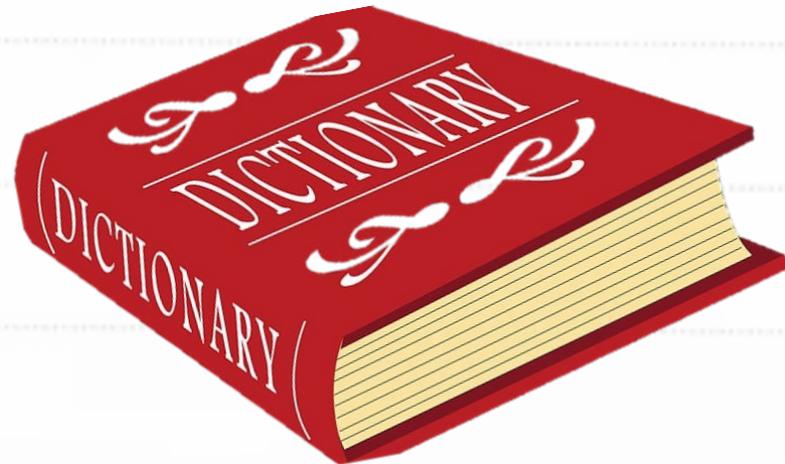


...The most useful definition is

THERE IS NO PROBLEM TO BE SOLVED. JUST NEW LEARNING WAITING TO HAPPEN... AND NEW UNDERSTANDING TO EMERGE.

A good coach facilitates just that

- This journey of change is where the most valuable learning occurs.
- It's creates a form of Learning in life.
- It's experiential learning that leads to deep, personal realizations.
- Valuable individual insights born out of people's own experiences and reflections.





BE A COACH

VS DOING COACHING

Be *equanimous*

Believe *in Potential*

Be *reflective* Be *truthful*

Be *appreciative* Be *committed*



Belief system of a Coach

- *People are naturally Creative, Resourceful and Whole*
- *Focus on the Whole Person*
- *Be patient..they will know what to focus on*
- *We have awareness, we aren't just conscious of it- It implies that true awareness involves more than just consciousness; it requires active, deliberate reflection.*





'Measured objectivity'

AN ACQUIRED TASTE

Judgment

- Rapid reactions
- No pause
- Emotion-driven
- Unfiltered responses

Interpretation

- Brief pause
- Some thought
- Basic awareness
- Biased



Measured objectivity

A balanced and unbiased approach, emphasizing careful consideration and openness to all possibilities without jumping to conclusions.

"Human beings have an inherent tendency to form judgments quickly, often based on limited information"



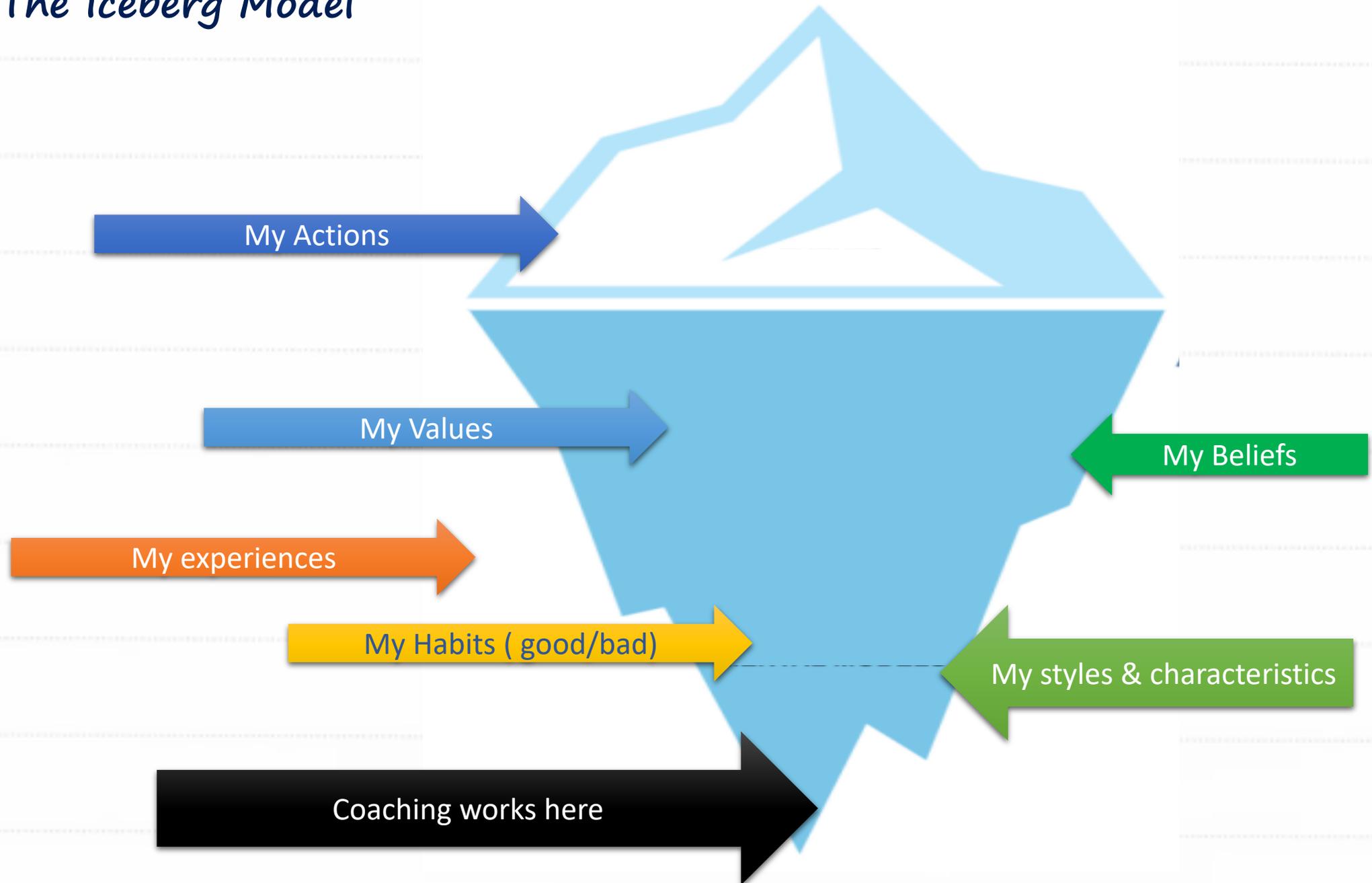
Being – EQUANIMOUS



- Unflappable -not surprised easily
- Permissive -allows people to choose their path
- Non judgmental
- Non-preachy
- Appreciative of differences
- Supportive -encourages autonomy

EQANIMITY – noun – one who maintains mental calmness, evenness of temper, is objective and non judgemental

The Iceberg Model





*Content is words and expressions
Coaching is a language skill !*

*Pay close attention
to your language ?*

And theirs

*How they describe
Their language
Their expressions
Their dreams, disappointments
Their world view
Their emotions*

*Sometimes the narrative is **colourful**, other times it is dry*



Change often begins in the inner world before it manifests in the outer world.

EVENT – E

Outer world of events

- *Situation , Circumstances*
- *Stakeholders*
- *What they said, or did*
- *Others in the story*
- *Expectations / feedback of others*
- *Problems, concerns, issues*
- *WHAT of the situation?*

Narration
happens
here

IMPACT – I –

Inner world of it's impact on us

- *Client's thoughts & confidence*
- *Client's needs & wants*
- *Client's desires, dreams , expectations*
- *Client's values, beliefs, perceptions,*
- *Client's perception of their reality , barriers*
- *Client's fears, limitations, assumptions,*
- *WHO of the client ?*

Coaching
happens
here



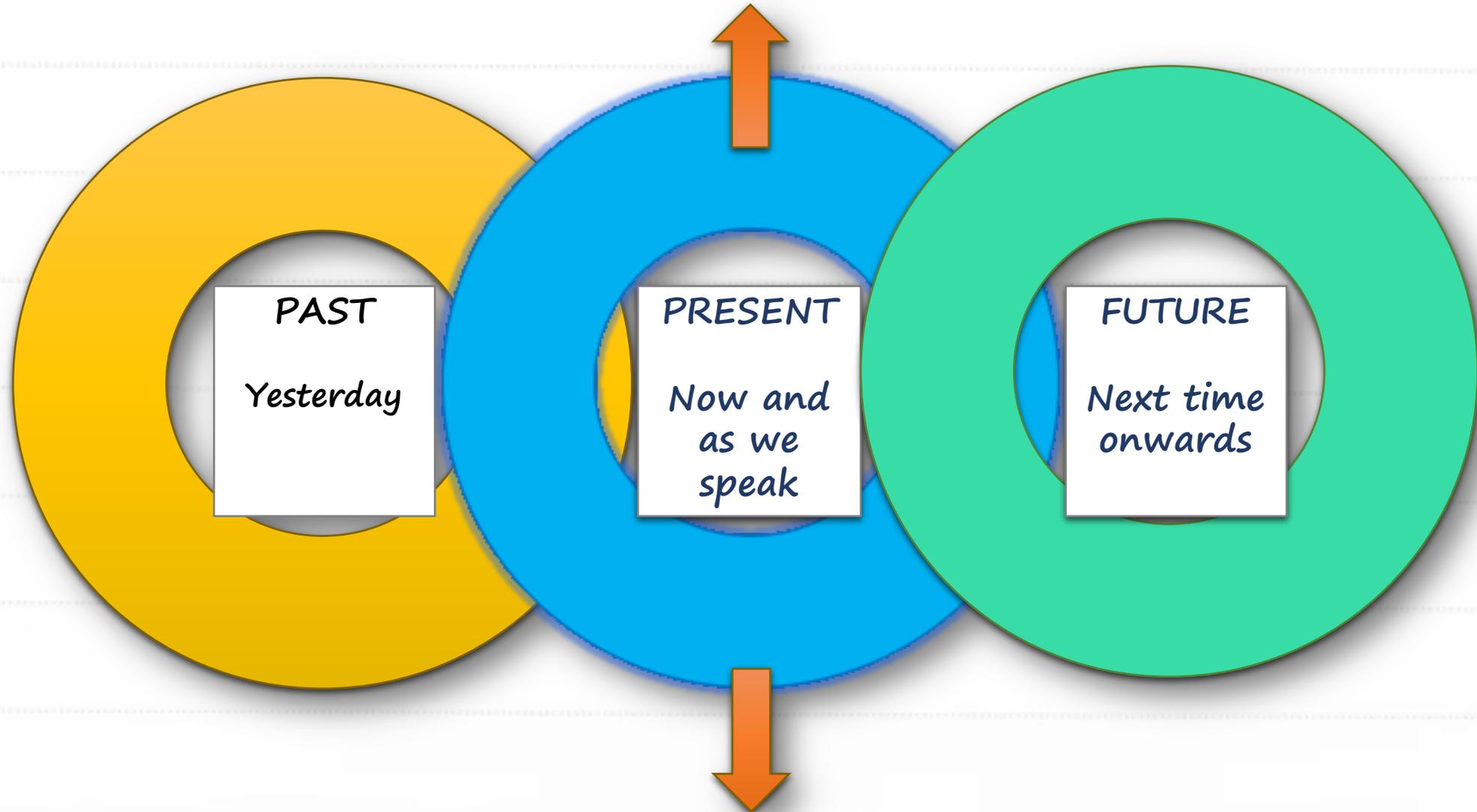
So where do we Coach?

- We don't Coach the situation
- We don't Coach the stakeholders
- We don't Coach the Problem



- We Coach the Client
- We Coach the Client's thoughts
- We Coach the Client awareness
- We Coach the Client ONLY

3 Time Zones in the narrative





ICF Competencies



Communicating Effectively

6. Listens Actively
7. Evokes Awareness

3

Foundation

1. Demonstrates Ethical Practice
2. Embodies a Coaching Mindset

1



4

Cultivating Learning and Growth

8. Facilitates Client Growth

2

Co-creating the Relationship

3. Establishes & Maintains Agreements
4. Cultivates Trust & Safety
5. Maintains Presence



The Power of POSITIVE INQUIRY :

- Clients often come to a session with a negative mindset
- It's tempting for a Coach to drive straight into the issue, asking more about what's problematic – **BEWARE!** – this can backfire
- Feeding a negative situation with negative inquiry can often make things worse.
 - we risk deepening their negative thoughts and emotions.

What's not working ? What is sad? Who is bad? What is stressful ?

By shifting from negative to positive inquiry, we can help clients move from problem-focused thinking to solution-oriented mindsets.

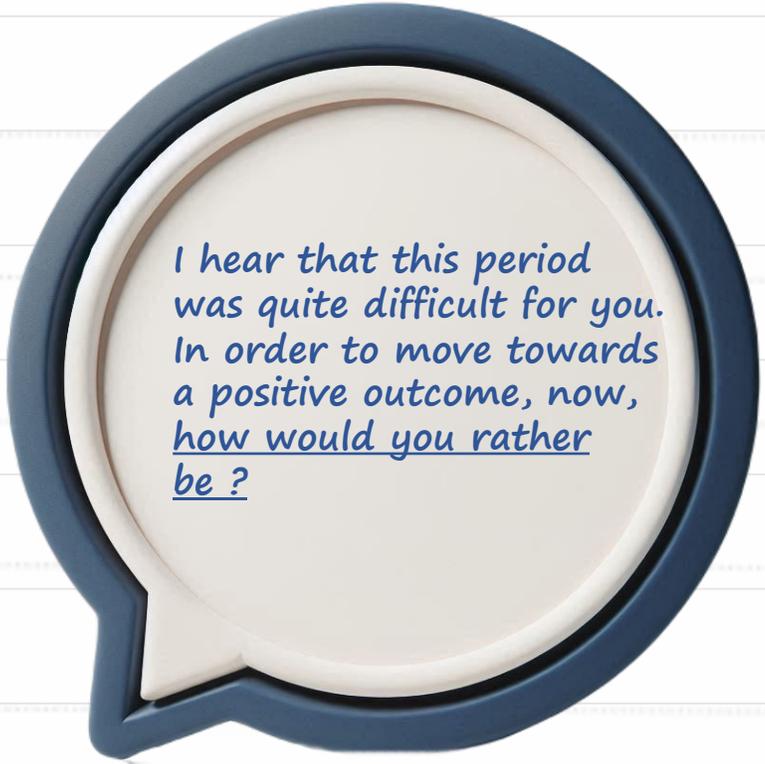


Positive Inquiry for Mindset Change

Our questions can shape the outcome of a coaching conversation

Step 1 – Empathize or Acknowledge the loss frame (negative mind state)

Step 2 – “In order to move towards a positive outcome for you NOW – How would you rather be?”



I hear that this period was quite difficult for you. In order to move towards a positive outcome, now, how would you rather be?

Move the mind to POSITIVE & POSSIBLE



Coaching for the future – Positive and Possible

- All inquiries and observations need to move the mind state to positivity

- **POSITIVE & POSSIBLE**



About – [What is positive & possible,
Not what is lost and negative]

Agenda of the coaching conversation



- Focus
- Outcome
- Takeaway
- Goal
- Topic

a

These are the immediate concerns, challenges, or action items that the client wants to address or work on. The small "a" agenda is more explicit and focused on short-term objectives

This also comes up as Topic of conversation. It is usually in the form of

- Challenge client is facing
- Goal they want to attain
- Brainstorming actions
- Exploring new ideas

These need to be client desired AND measurable by client

a



a

Small a

This **a** is often misunderstood in a Client's narrative

TOPIC is misunderstood as small a

Introduction is misunderstood as small a

a is identified as Goal of life or Goal of the conversation.

Here are a few must have's for **a**

- Must be stated positively
- Must be a part of the Core Narrative or topic
- Must be something the client wants to achieve, rather than what is good to have

Stated as a **WANT, NEED, DESIRE...**

Small **a** needs to be explored to get the **Refined a**

A good coach identifies the goal of life and then funnels it to goal of the conversation. (goal of the conversation will eventually lead to changes and get goal of life.)

The coach should be able to step back when the initial narrative is shared by the client; and ascertain what is it that the client wants to resolve or explore



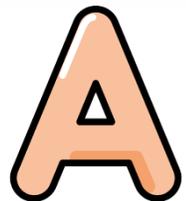
Agenda of the client's life – A

A is To be explored by Coach

- **Big "A" Agenda:**
- The Big "A" Agenda refers to the client's deeper underlying goals, desires, and life purposes
- that they may not be fully aware of or able to articulate clearly.

It represents the core aspirations, values, and long-term visions that drive them at a fundamental level.

The Big "A" Agenda is often unconscious or implicit, and it shapes the client's broader direction in life.



*Once you hear the BIG A ...
Pause
Acknowledge and
LEAVE IT THERE*



a to A

Explore the Client's Inner Landscape

Ask them importance and significance of their small (a) in their life and for their future

Check with them, on how it aligns with their inner landscape

How does this align with their deeper value system?

The role of the coach is to help the client connect their small "a" agendas to their larger Big "A" Agenda.

By exploring the deeper motivations, values, and aspirations behind the client's immediate goals, the coach can help them gain clarity and alignment between their actions and their deeper sense of purpose.

