



Coaching

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What is Coaching?



- “Partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential, which is particularly important in today’s uncertain and complex environment.”
ICF



- Client-driven
- Focuses: setting goals, creating outcomes, managing personal change
- Coaching commonly addresses: attitudes, behaviors, knowledge, skills, resource

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What Coaching Isn't



- Therapy or Counseling
- Consulting
- Training
- Mentoring
- Athletic Development

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The Coach's Role



- Discover, clarify and align with what the client wants to achieve
- Encourage client self-discovery
- Elicit client-generated solutions and strategies
- Hold the client responsible and accountable

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Types of Coaching



- Professional coaching (business coaching, performance coaching, executive coaching, skills coaching, career coaching, **conflict coaching**, career coaching, team coaching...)
- Life coaching
- Academic coaching
- Sport coaching
- More recent coaching terminology and types (confidence coaching, life purpose coaching, life change coaching...)

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Regulation



- The coaching industry isn't regulated but



- Several professional coaching organization like International Coach Federation (ICF), European Mentoring and Coaching council (EMCC) which define a framework for:
 - Certification of the members
 - Accreditation of the training programs
 - Research/study
 - Recognition of coaching at the institutional level (RNCP in France)

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International Coach Federation



- ICF campaigns worldwide for professional standards within the coaching profession
- 27,000-plus members
- 120-plus ICF Chapters worldwide
- Certification for professional coaches (through the ICF Credential)
 - Approximately 15,000 professional coaches hold an ICF Credential
- Coach training programs (ICF Training Program Accreditation)
 - Approximately 446 training programs worldwide are currently accredited

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The Growth of an Industry



“In the last ten years the coaching industry has exploded. Membership of the International Coach Federation has more than tripled”

Market research firm IBISWorld

“In 2014 coaching is a \$1 billion industry in the U.S. alone”

Market research firm IBISWorld



“Approximately 53,300 professional coaches were in business worldwide in 2016 (bringing cumulative annual revenue close to \$2.356 billion) as compared to 2,100 professional coaches in 1999”

ICF 2016 Global Coaching Study 10



Factors Contributing to the Growth of Coaching Industry



- The Visible Positive Benefits
- Coaching Helps Combat Tough Times
- Coaching Provides both Qualitative and Quantitative Results
- Individuals find that they reach their goals more easily
- Benefits received by a sample of 100 senior business executives
 - Leadership Coaching delivers a ROI of 5 to 10 times the cost
 - 70% estimated the value at \$100,000 or more
 - Many individuals report a vastly improved quality of life



Why Coaching? What Benefits?



Benefits to your Organization:

- Improved bottom-line results
- Effective successions
- Valued leaders retained
- Improved morale
- Increased productivity
- Enhanced leadership accountability

Increasing overall leadership capacity

Leaders benefit at every level:

- *Emerging Managers or High Value Talent*
helping them prepare for the leadership role
- *Developing or Mid-Level Managers*
helping them meet challenges in their current leadership positions
- *Strategic or Executive Leaders*
helping them successfully deal with significant organizational challenges

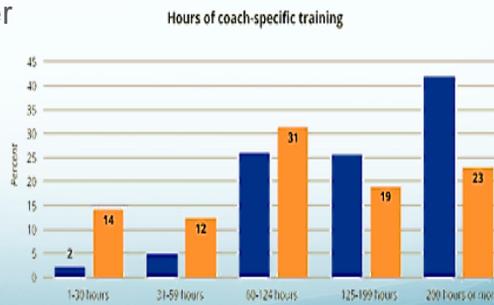
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Trend-1: From Practitioner to Manager Coach



- **Practitioner:** External Coach, Internal Coach
- **Manager Coach** who uses Coaching Skills: Human Resources/Talent Development Manager or Director, Manager/Leader



© International Coach Federation

■ Coach practitioner ■ Manager/leader using coaching skills

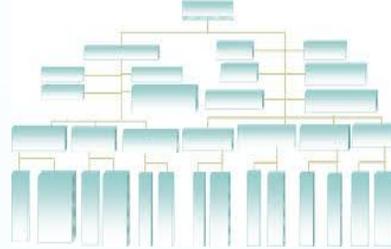
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Trend-2: From Top Executives to Staff Members



- Executives
- Managers, Leaders
- Team Leaders, High Potential
- Staff members



“Having a coach is almost a badge of honor.”

Magdalena Mook, CEO of ICF

→ It means the organization is investing in your future

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Trend-3: Coaching is growing in training programs



- The effectiveness of training programs is also greatly augmented by adding a coaching component to them:

- Organization
- Business school, University (Engineer, Sciences Po...)



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Why this programme?



- The **Evolutionary Coach Training Programme** is the first programme in Iran to hold the coveted "Accredited Coach Training Programme" designation from the ICF. Whilst other levels of ICF approval do exist, this is by far the most rigorous and the only one that leads to the ICF's Professional Certified Coach credential.
- The programme combines neuroscience, emotional intelligence and coaching research to make it a powerful multi-dimensional experience.
- It is **the only programme in Iran written and lead by a Master Certified Coach (ICF)**. This means that it has the rigour of 15 years of coaching and coach training experience, coupled with over a decade of experience and training as an ICF assessor incorporated.

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Why this programme?



- The **Evolutionary Coach Training Programme** combines the absolute Gold Standard of coaching skills training with the skills and capabilities to:
 - Put coaching to work in organisations,
 - Help you to make a bottomline impact on your company,
 - Build a business as a Professional Coach,
 - Build a career and a powerful profile as an Internal Coach,
 - Help you to define and achieve the leadership style that you truly want and need for powerful career acceleration.

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How to put coaching at work in your life and business



- **Become a Coaching Style of Leader:**
- The most visionary companies and business leaders have seen and understood the transformational power of coaching to inspire teams, build engagement, promote innovation and develop trust and loyalty.
- They have replaced the traditional hierarchical “command and control” style of leadership with a coaching management style That helps generate meaning, purpose and a shared vision in what the organization is aiming to achieve.

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How to put coaching to work in your life and business



- **Build a Coaching Culture:**
- Start to transform your company culture into one that facilitates high personal awareness and responsibility, builds individuals’ self-belief, generates a real passion in all staff and allows you to engage the collective intelligence and potential of your team or whole organisation.

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How to put coaching to work in your life and business



- **Launch a new or “retirement” career for yourself:**
- Coach is the second fastest growing industry in the world and is a new and emerging profession in Iran. Being one of the early pioneers of coaching in Iran will mean an exciting new career and income stream, whether you want to work as a full-time independent coach or part-time alongside your current career or in retirement.

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People don't resist change. They resist being changed.

Peter Senge

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