



"A man should look for what is, and not for what he thinks should be."

— Albert Einstein





What is coaching?

Definition

Coaching is a partnership between the coachee and the coach in a thought-provoking and creative process that inspires the coachee to maximize her/his personal and professional potential.

Purpose

The purpose of coaching is to achieve the results that are important to the coachee's personal success and the long-term success of their organisation.

Coach's role

The coach is trained to listen, observe and customize his/her approach to the coachee's individual needs. The coach's job is to provide support to enhance the skills, resources and creativity that the client already has.

Coaching is based on the approach that people are the expert of their own personal and professional life. The coach's role is to draw out the coachee's expertise through inquiry, curiosity and questioning.