

Professional Coaching | What it is and how to Maximize the Benefits

The International Coaching Federation (ICF) defines Coaching as partnering one-on-one with a Professional Leadership Coach, in a thought-provoking and creative process to maximize personal and professional potential. As a framework for change, coaching invites new thinking, accelerates growth and supports individuals in their personal and professional development goals. Coaching is a powerful tool for development but should be in no way construed as mentoring, psychological counseling, or any type of therapy.

At Bright Wire we take pride in modelling the highest professional and ethical standards and delivering service excellence in our professional Coaching Practice and have prepared this document to help you understand what to expect and how to get the most from your Coaching Program with us.

What Coaching Is:	What Coaching Is Not:
<ul style="list-style-type: none"> • A professional relationship built on trusted dialogue • Coachee-led with individualized co-created learning objectives and action items • A powerful development tool enabling the coachee to set objectives and goals and create a path to achieve them • A thought-provoking process to maximize professional and personal potential 	<ul style="list-style-type: none"> • One-way consulting advice • Curriculum or prescriptive based training with set outcomes • A substitute for therapy or counselling • Mentoring • A mechanism to correct behaviour requiring disciplinary action or intervention from Human Resources

Professional coaching is a highly effective tool in accelerating development as a leader, responding to change and creating the foundation for future success. It also represents an investment of both time and resources on behalf of the Coachee and the Coach. Below are six tips on what you can expect from the process and how to maximize the experience.



1. **You will drive the process.** Unlike most other learning and development opportunities, you will establish a focus and goals for the coaching program and for the outcomes (results) that are generated in the coaching process. With the support of your coach and leader (during the kick-off meeting, where applicable, and as the coaching program progresses), you will define key development themes and opportunities. Your coach is there to provide perspective and resources, hold you accountable to the goals and objectives you have set and to challenge you. Consider thoughtfully what you want to achieve, as a commitment to action can create remarkable results.
2. **Be prepared for meaningful conversation.** Use the coaching process to get exceptional clarity on those principles and aspirations that are most important in your role as a leader. Significant, sustained development can only happen when it is rooted in your closely held personal values, which motivate and drive your behaviour. Your coach will ask powerful questions designed to encourage you to think in different ways and create the opportunity for you to see and create possibilities.
3. **Be prepared to ask yourself tough questions and focus on outcomes.** What do you want to achieve? What is possible through change? What can you influence? What strengths do you want to continue to leverage? What competencies do you want or need to build?
4. **Always move forward.** Leave every coaching session with at least one specific action that will advance your goals in some way and commit to completing this action before the next session. This will include things such as experimenting with a new practice, having a difficult conversation, redesigning how you invest your time, restructuring your personal strategies or acquiring the resources you need to meet your goals.
5. **Reflect on and generalize your learning.** After each coaching session, take 15 minutes of individual time to reflect on your progress, crystallize your new learning and insights, and determine how you can apply these to other areas of your work and leadership. Log into your personalized account on Bright Wire's Learning Forum to capture your objectives for coaching, engage in conversation with your Coach and track your progress accordingly.
6. **Maximize the time with your Coach.** Jump into your coaching with humility and a growth mindset. Your coach assumes that you are a very talented, committed leader with the potential to make a much bigger impact on your team and organization. Your coach will leverage your ability to chart your own future as a leader and will challenge you, support you, be direct with you, encourage you and will help you realized possibilities that did not exit prior to coaching. We do all of this in service of your development and the achievement of your personal and professional development objectives.

