

Coaching for Sustainable Change



Amoráh Ross :: MASTER CERTIFIED COACH

Live life on YOUR terms!

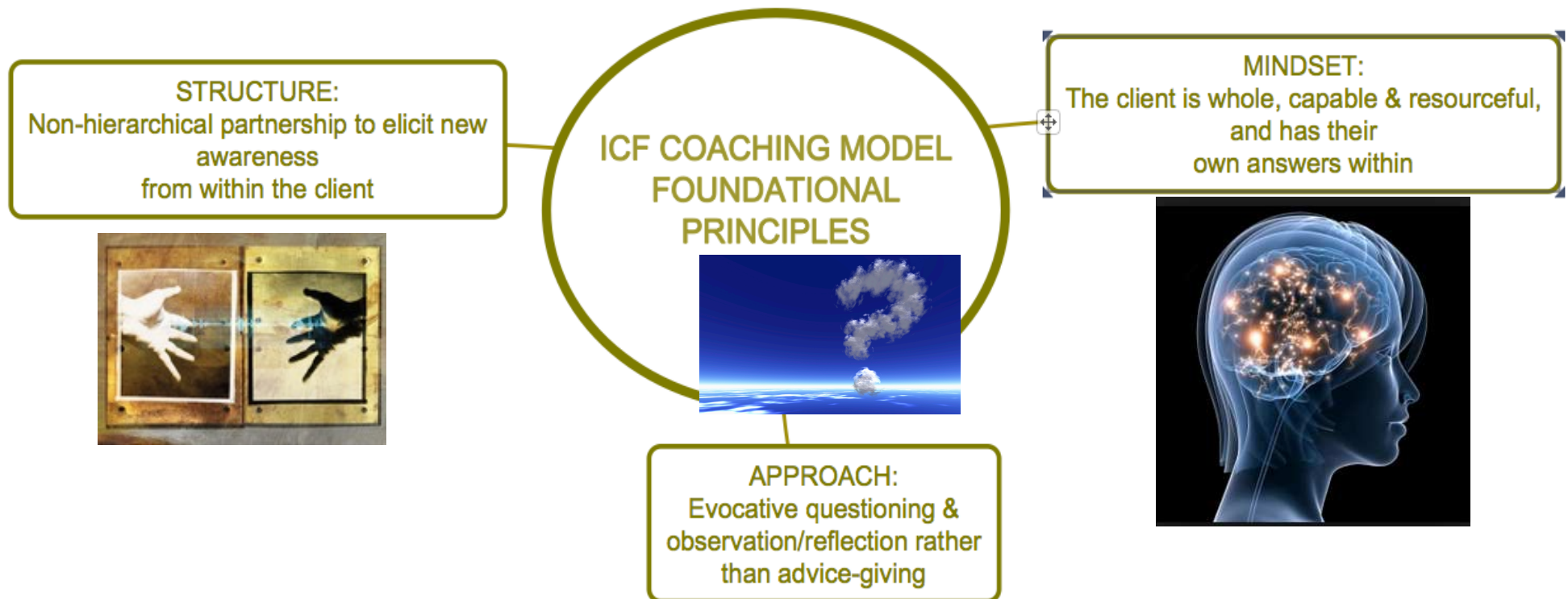
Getting Started



- What drew you here today?
- On a scale of 1 to 10 (1 being “what?” and 10 being “love ‘em!”), what is your current relationship with the ICF core competencies?
 - Please silently note your number; I’ll ask you to check again as we end this webinar
- In what ways do you think the ICF core competencies may affect behavioral changes in a coaching relationship?

Our Coaching Profession – Still Emerging & Evolving as ICF Continues to Grow

ICF defines coaching as “*partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.*” An ICF coaching partnership is a coming together of 2 experts: it honors the client as the expert in his or her life and work and honors the coach as an expert in facilitating this awareness-focused coaching process.



ICF Core Coaching Competency Developmental Timeline

PRIOR TO 1995

Powerful CEOs retire & stay on to 'coach' their successors and simultaneously, human development movements such as LifeSpring, EST, etc. are gaining wide acceptance

TIMELINE FOR CCs



1995-1997

Two professional coaching associations emerge [PPCA & ICF] & then merge to become the ICF

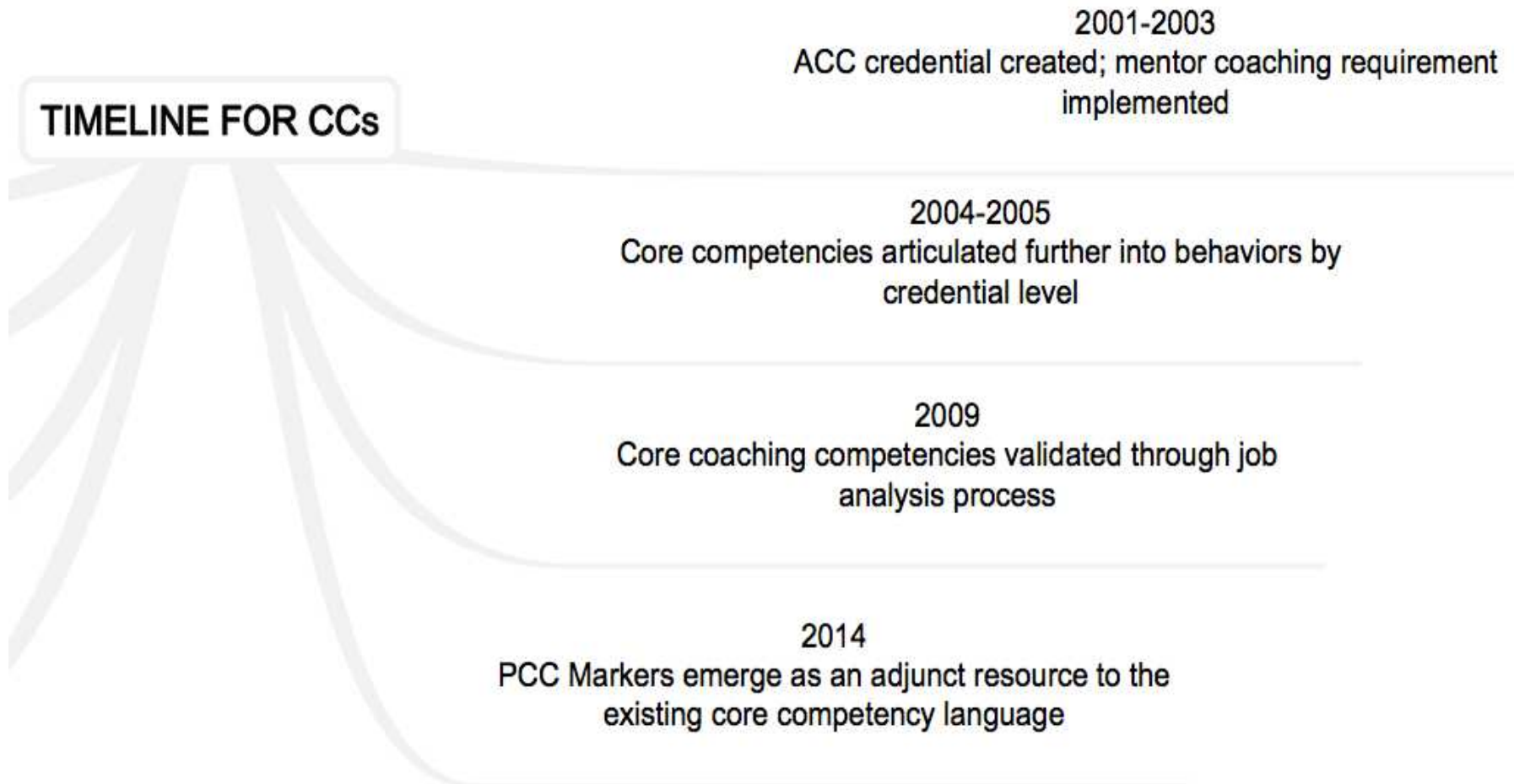
1997-1999

Four domains and 11 core competencies are created; PCC & MCC credentialing requirements are defined

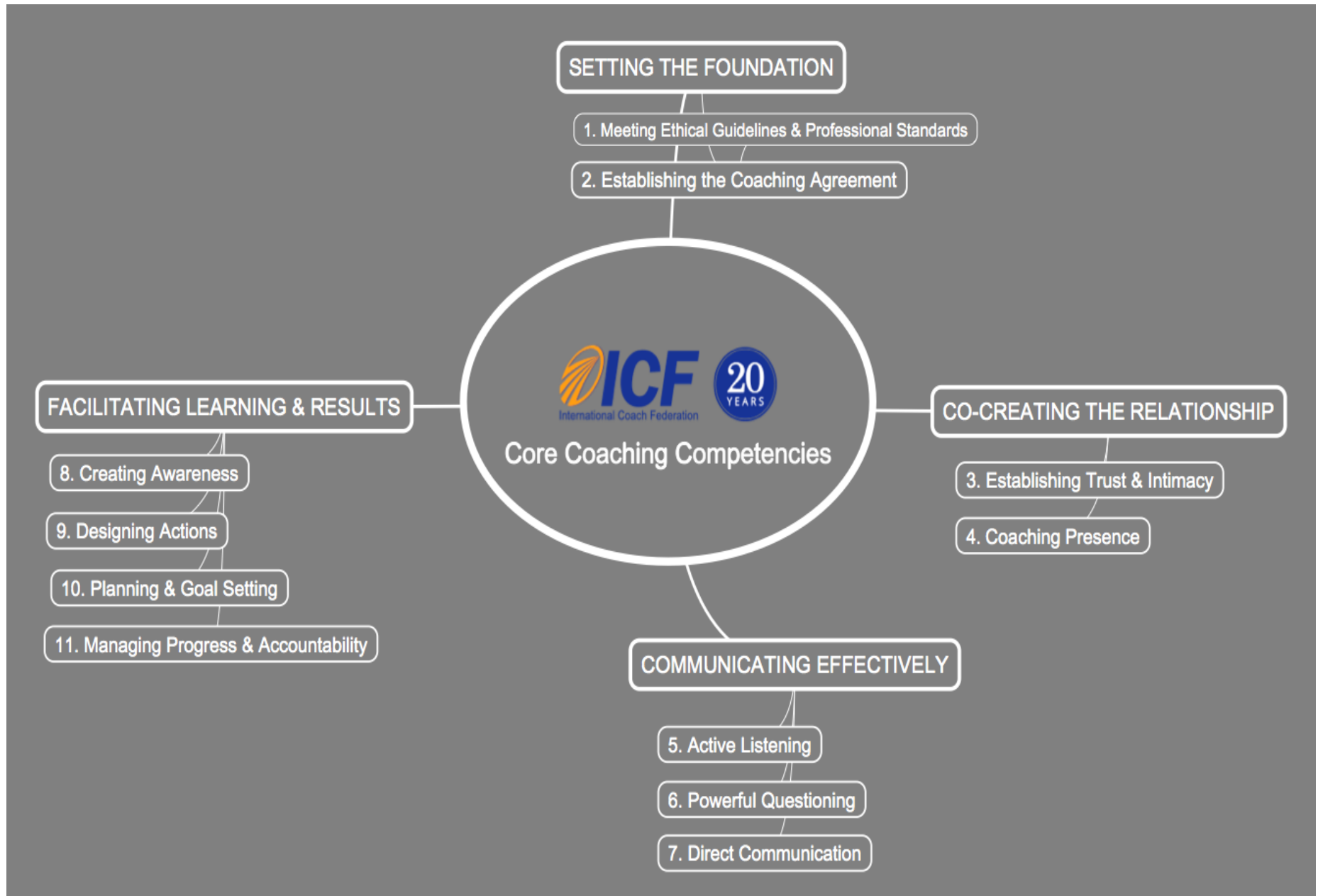
1999

The 1st three ACTPs are accredited by ICF

ICF Core Coaching Competency Developmental Timeline



ICF Core Competency Framework



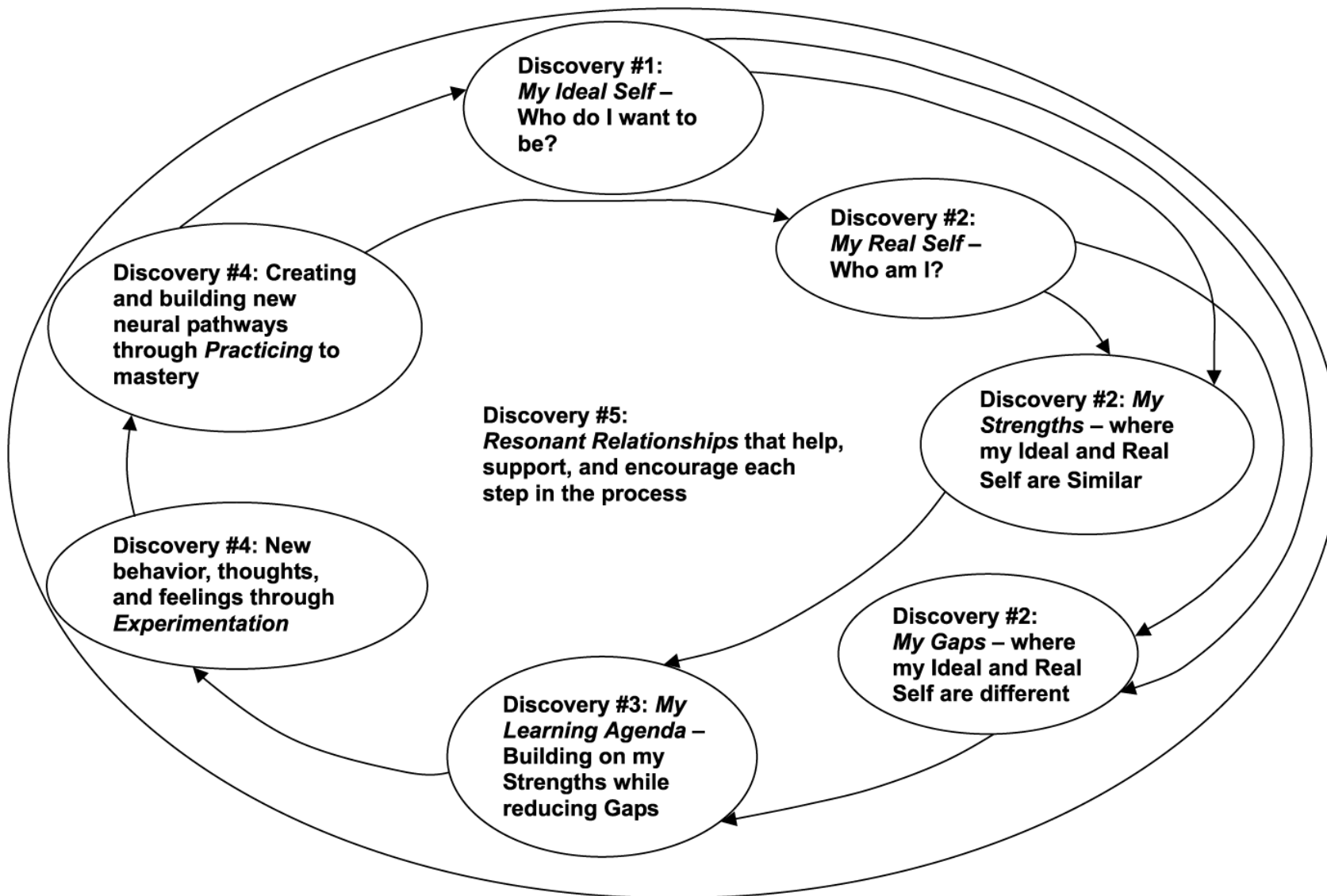


Richard E. Boyatzis

Richard Eleftherios Boyatzis is an American organizational theorist and professor of Organizational Behavior at Case Western Reserve University. He is considered an expert in the field of emotional intelligence, behavior change, and competence. Born 1946.

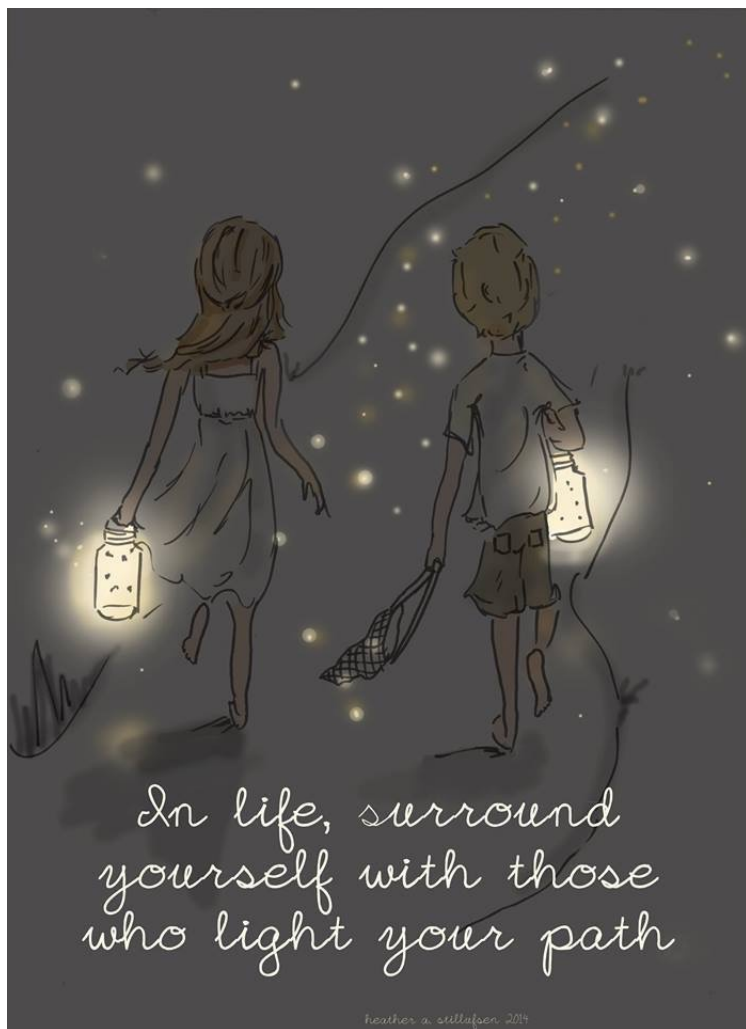
Richard Boyatzis's Intentional Change Theory (ICT) Model & the ICF Core Competencies

Here's what Richard Boyatzis wrote to me about this correlation: "Your characterization of the ICF competencies by ICT stage is brilliant... On the whole, the ICF model is pretty good."



Richard Boyatzis (2011; Boyatzis, Goleman, and McKee, 2002; Boyatzis and McKee, 2005)

Discovery #5: **RESONANT RELATIONSHIPS** that underpin, support, and encourage the client in each step of the process



ICF Core Competencies:

- **ALL 11** and specifically,
- #1 Code of Ethics & Standards
- #2 Establishing the Coaching Agreement
- #3 Establishing Trust & Intimacy
- #4 Coaching Presence

These 4 specific competencies thread through all of the 7 others, creating a **Resonant Relationship** [the coaching partnership], contributing to a client's sense of equality, safety & freedom to effectively explore behaviors they want to change.

Discovery #1: My **IDEAL SELF** – Who Do I Want to Be?



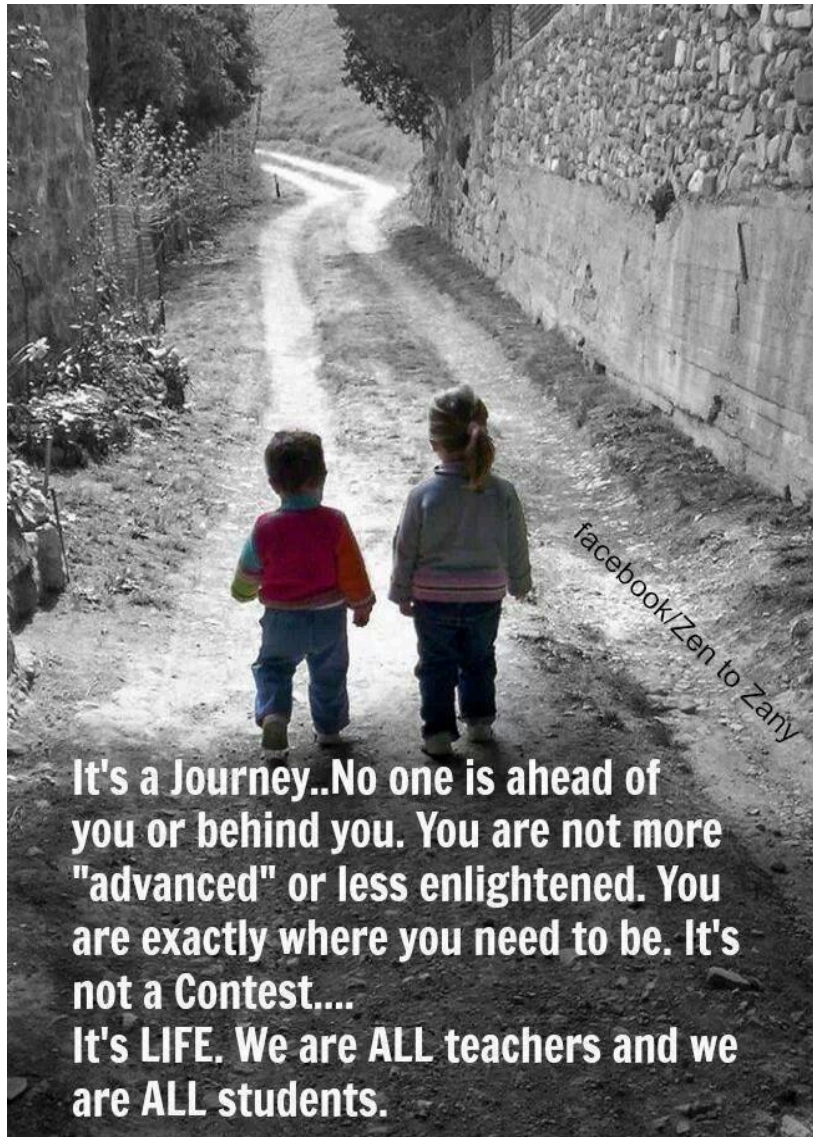
ICF Core Competencies:

- #5 Active Listening
- #6 Powerful Questioning
- #7 Direct Communication
- #8 Creating Awareness

These coaching skills support gaining to access their vision or hope for their **ideal self** – who they want to become as a result of the coaching partnership. The client's overarching coaching goals, values and aspirations are clues to identifying this.

“We know who we are, but know not what we may be.” –William Shakespeare

Discovery #2: My **REAL SELF** – Who am I now?



ICF Core Competencies:

- #5 Active Listening
- #6 Powerful Questioning
- #7 Direct Communication
- #8 Creating Awareness

All skills that support the client to access their **real self** - who they are right now. Coach & client identify which elements to retain and which to change or release so that the behavioral changes being sought can occur, supported by the coaching partnership.

Discovery #2: My **STRENGTHS** – Where my Ideal Self & Real Self are Similar



ICF Core Competencies:

- #5 Active Listening
- #6 Powerful Questioning
- #7 Direct Communication
- #8 Creating Awareness

All skills that support the coach & client in identifying & exploring the client's **strengths** and successful strategies that are already in place that will support the emergence of their **Ideal Self**.

Discovery #2: My **GAPS** – Where my Ideal Self & Real Self are Different



ICF Core Competencies:

- #5 Active Listening
- #6 Powerful Questioning
- #7 Direct Communication
- #8 Creating Awareness

All skills that support the coach & client in identifying the client's **gaps** and any habits or strategies to be discarded or changed that do not support the emergence of their ***Ideal Self***.

Discovery #3: My **LEARNING AGENDA** – Building on my **Strengths** while reducing **Gaps**



ICF Core Competencies:

- #2 Establishing the Coaching Agreement [Includes the client's overarching coaching goals as well as each session's goals]
- #3 Establishing Trust & Intimacy
- #4 Coaching Presence

Within the Cycle of Change Model, the work of identifying & then building on client **Strengths** while reducing **Gaps** comprises the **Learning Agenda**. These skills also contribute to *Resonant Relationships*, Discovery #5.

Discovery #4: New behavior, thoughts, and feelings through **EXPERIMENTATION**



ICF Core Competencies:

- #8 Creating Awareness
- #9 Designing Actions
- #10 Planning & Goal Setting

Experimentation is necessary to begin anchoring any new awareness gained within a coaching conversation. These are the action steps that move the client toward the behavioral changes they want to make.

Discovery #4: Creating & building new neural pathways through **PRACTICING** to Mastery



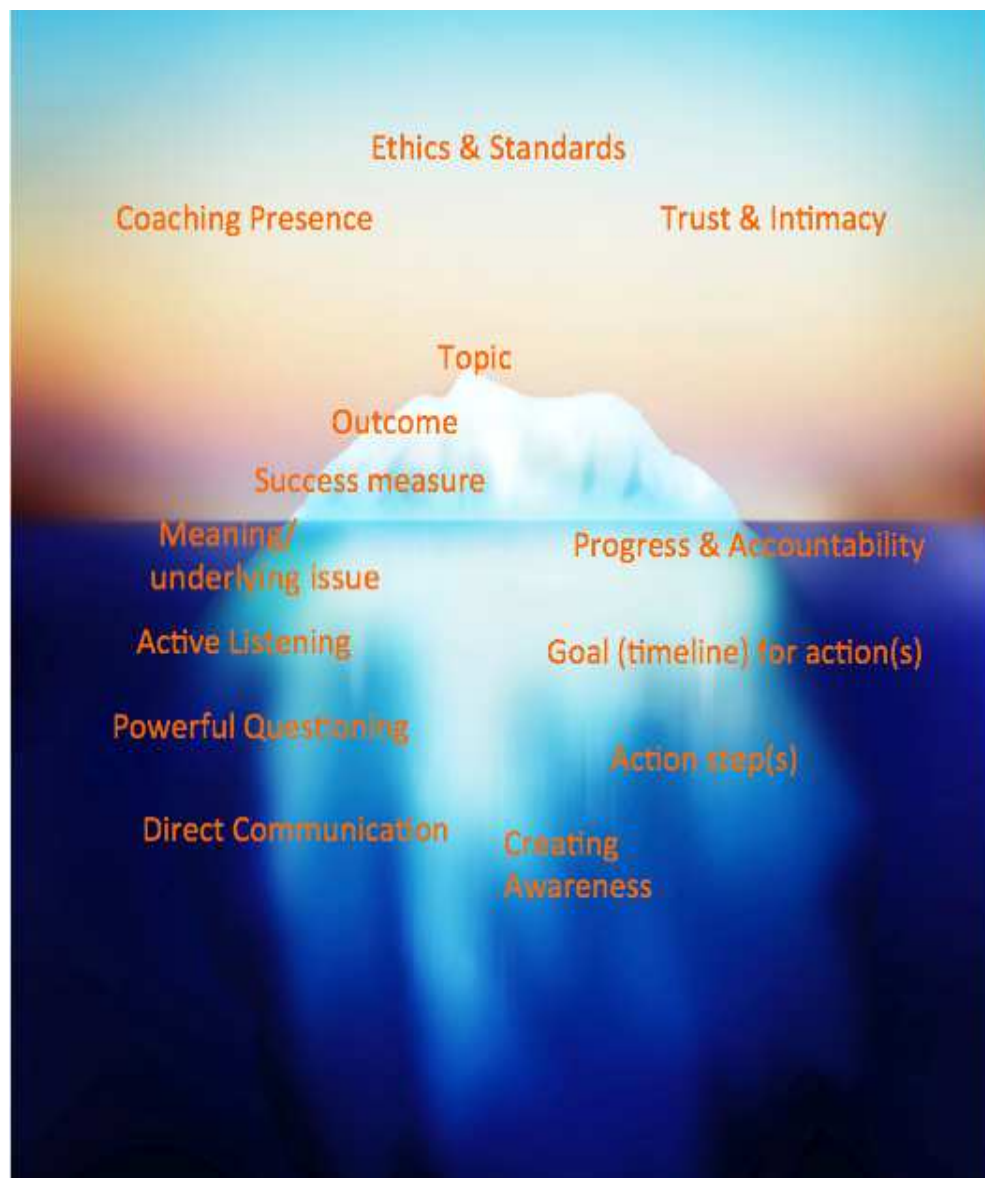
ICF Core Competencies:

- #9 Designing Actions
- #10 Planning & Goal Setting
- #11 Managing Progress & Accountability

Commitment to *Experimentation* engages the **Practicing** element of the Cycle of Change Model. The coach supports the client to define next steps as well as the timeline for those steps, and inquires about how the client will maintain momentum or overcome blocks.



How Coaching Empowers Sustainable Change



The ICF Core Competencies describe a process that supports change by:

- Setting a solid foundation for safety & authentic expression through a purposefully created and nurtured *Resonant Relationship* that is an ongoing coaching partnership.
- Curious and organic exploration below the 'tip of the iceberg' in each session to access new awareness about *Ideal Self* & *Real Self* for identification of *Strengths* and *Gaps*
- Defining an effective *Learning Agenda* process that invites reflection & awareness, and calls forth *Experimentation* and *Practicing* that includes forward movement, accountability, strategies, and timelines so that the client integrates the new behaviors being sought.



Coaching Demonstration



Observe how the coaching conversation unfolds as a **process** of exploration toward new awareness for the client

- How does the coach support creating trust & intimacy with the client?
- What is your sense of the coach's presence and level of curiosity?
- What competencies are you seeing the coach use?
- What questions do you have for the coach?

What did you just learn?

Take a moment to reflect:



- What is a new awareness you've gained?
- How will you remember it?
- What will you take action on?
- Silently check in again about your relationship with the ICF core competencies on that 1 to 10 scale from the beginning, what is your number now?
 - Did it move up, down or remain the same?

My sincere hope is that you've gained something that will support you in being an even more artful coach!



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