



# International Association of Coaching®

The 15 Coaching Proficiencies:

- Proficiency #1: Engages in Provocative Conversations
- Proficiency #2: Reveals the Client to Themselves
- Proficiency #3: Elicits Greatness
- Proficiency #4: Enjoys the Client Immensely
- Proficiency #5: Expands the Clients Best Efforts
- Proficiency #6: Navigates Via Curiosity
- Proficiency #7 Recognizes the Perfection In Every Situation
- Proficiency #8 Hones In On What Is Most Important
- Proficiency #9: Communicates Cleanly
- Proficiency #10 Shares What Is There
- Proficiency #11: Champions the Client
- Proficiency #12 Enters New Territories
- Proficiency #13 Relishes Truth
- Proficiency #14: Designs Supportive Environments
- Proficiency #15: Respects the Clients Humanity

Coaching Proficiency #1 Engages in provocative conversations

Coaching sessions are generally short. By hearing what the client is saying and not saying, by questioning what you hear, by asking the right questions, pressing for clarity, and by sharing what you know and how you feel, provocative conversations can occur within minutes, not months. Join us for an hour long discussion on what it means to be provocative and how you can start being provocative with your clients.

Coaching Proficiency #2 Reveals the Client to Themselves

The more aware anyone is, the better choices they can make for themselves. Part of what Certified Coaches do with clients is to help them discover their gifts, talents, wants, values, needs and dreams, as well as come to understand what what motivates and inspires them. The result? A well-informed client, quickly moving forward on their path of self-awareness. During this hour long call you will see what works and what does not when revealing the clients to themselves.

Coaching Proficiency #3 Elicits greatness

Who else is trained to be proficient in this, but the Certified Coach? And, while it is true that few clients come to a coach and specifically ask that we bring out and develop this greatness, this is what we do naturally when we ask the client to think and act bigger, and by challenging the client to continually raise their own bar and standards.

Coaching Proficiency #4 Enjoys the Client Immensely

How is enjoying the client a proficiency? Simple. Because when you enjoy the client in their entirety (including their upsides and downsides), high levels of trust naturally occur. And the benefit of that? Clients naturally take more risks and move forward more quickly because they know you are totally there for them. When the coach is at this place with a client, the coaching is collaborative and light, not heavy. Join us for a lively one hour discussion on how to enjoy your clients immensely. We will roll play examples of what works and what to avoid.

#### Coaching Proficiency #5 Expands the Clients' Best Efforts

One of the reasons clients hire a coach is to support them to do more in a shorter period of time than they would do on their own. Hence, the coach acts as both a catalyst and accelerant. By supporting the client to do more than they have done or think that they are capable of doing, significant value is added. We will show you examples of how to expand the clients best efforts and teach you when to know if you have gone too far.

#### Coaching Proficiency #6 Navigates Via Curiosity

The coach who is naturally curious can be well guided by that curiosity. After all, coaches are in the discovery business and how can you help the client find new and better ways of doing things, if you are not curious? And the real benefit of curiosity is that it leads to learning for both the coach and client. Join a lively discussion of what it looks like to navigate via curiosity, vs. the traditional method of navigating via interrogation.

#### Coaching Proficiency #7 Recognizes the Perfection In Every Situation

One way of looking at life is to believe that everything happens for a perfectly good reason, even if we cannot always see or know that reason within our own lifetime. The point here is to look for and find how a clients event, problem, situation or trait is perfect, even if it is clearly not. Seeking to understand and recognizing perfection first, instead of offering tips, techniques and solutions as a knee-jerk reaction, is what you will be taught during this hour long call.

#### Coaching Proficiency #8 Hones In On What Is Most Important

Depending on the day, hour or even minute, what is most important to the client will change. Such is the nature of individuals in a high-growth phase of their lives. You will learn to recognize this moving target and be flexible enough to adjust the coaching to be effective in this new terrain.

#### Coaching Proficiency #9 Communicates Cleanly

This should be obvious, yes? After all, the cleaner the communication, the less that gets in the way of great coaching. That said, most of us have stuff in our communication style, which slows down the super-conductive nature of the coaching process. Masterful coaches have worked to clean up the stuff that can get in the way of effective coaching. What kind of stuff? Everything from biases, judgments, unmet needs, shoulds, coulds, to singularity, vicariousness, agendas, arrogance and fears. It can all be cleaned. Join us for a one hour call on cleaning up your communication style.

#### Coaching Proficiency #10 Shares What Is There

Clients rely on our observations, intuition and even our inklings to help move them forward in life. Hence, the more often, and easily, a coach can share what they see, feel and hear, the more value that can be created for that client. It is often the tiniest, most subtle inklings that can act as powerful beacons and catalysts to the clients life or business.

Success, not to mention personal evolution, becomes sustainable when there are environments and failsafe structures that support it. After all, who wants to rely on fortitude and willpower to get things done or to develop oneself? Enter the Certified Coach who has been specifically trained in helping the client to design and install these environments.

#### Coaching Proficiency #11 Champions the Client

The more often, and deeply, the coach champions their client at all levels (including their actions, progress, dreams, traits, commitments, gifts and qualities), the more encouraged the client feels and the more likely they are to succeed. For the coach to merely be encouraging is not enough; there is a much higher level of support generated when the coach operates at the championing level, which is where the Certified Coach operates.

#### Coaching Proficiency #12 Enters New Territories

The Certified Coach expands the clients thinking by weaving in new concepts, principles and distinctions during the coaching session, and also by inviting the client to experiment with new models, ways of doing things, and even to identify new goals or outcomes. Clients do not usually ask the coach for this, but these are key ways that value is created for the client.

#### Coaching Proficiency #13 Relishes Truth

This may sound obvious, and it is deeper than that. After all, truth is a level above mere honesty, as in there is always a truth about a situation, person or event that, when discovered and articulated, can transform ones life or business. Certified Coaches have come to enjoy and orient around truth as a source of joy and guidance. Join us for a one hour discussion on how to start relishing truth with your clients.

#### Coaching Proficiency #14: Designs Supportive Environments

Success, not to mention personal evolution, becomes sustainable when there are environments and failsafe structures which support it. After all, who wants to rely on fortitude and willpower to get things done or to develop oneself? Enter the Certified Coach who has been specifically trained to help clients design and install these environments.

#### Coaching Proficiency #15 Respects the Client's Humanity

We all have limits, both internal and external, and as much as coaching is about maximizing potential and opportunities, we are all human and the Certified Coach respects this. Success without stress is what we are all after and by recognizing limits and appreciating different paths to achievement, the client is both individually and universally respected.