

# KENT Coaching and Mentoring

## What is coaching?

Coaching is a partnership that helps clients realise more of their potential in their personal and professional lives. Through the process of coaching, clients learn more about themselves and what they want to achieve. Improving their performance improves their quality of life.

**'Coaching is a powerful alliance designed to forward and enhance the lifelong process of learning, effectiveness, and fulfilment.'**  
**Co-Active Coaching**

## What are the origins of coaching?

There are many influences on the field of coaching - from the familiar ground of sports coaching to psychology, mentoring, training, and personal development.

## What happens in a coaching session?

The coaching process is designed to assist the client to be more focused and aware of their choices, and through this helps them to achieve their goals more quickly. The process concentrates on where clients are today, what they want to achieve and what they are willing to do to achieve where they want to be tomorrow.

The coaching process depends on the person being coached taking responsibility for taking action and making their own decisions and not on the coach providing solutions.

It is the coach's responsibility to help the client discover and clarify what they want to achieve and to encourage clients to discover more about themselves.

The coach works with the client to achieve client-centred solutions and to hold the client responsible and accountable.

The coaching relationship is built on trust and respect. It is non-judgmental, impartial and completely confidential.

## How is coaching delivered?

The most important thing in a coaching session is that both the client and the coach have committed their time and attention to the session. The session itself can be delivered face-to-face, by email or by telephone.

**"Now that we know we can't change the past we can realize that at this very moment we have the wonderful opportunity to begin anew! If you want something there is simply no better time than right now to pursue it!"**

**Josh Hinds**

## Why do I need a coach?

Seeking a coach is not like "being in therapy", nor is it like chatting to a good friend.

Good friends will have our best interests at heart and as a great source of comfort and inspiration they are valuable to us. However, when we talk to them about subjects that are close to our heart, they may make suggestions from their own point of view or from a recently aired public point of view, and advise us based on this.

We may feel guilty or obliged to act on suggestions or recommendations, even if they don't feel quite right to us.

A coach is completely impartial and will work with you to help you understand and realise for yourself what you are looking for. Many coaches will work with coaches of their own in order to release more of their own potential.

## What are the different types of coaching?

You may hear reference to different types of coaching, for example Life Coaching, Organisational, Corporate or Executive Coaching, Career Coaching and Health Coaching.

What type of coaching (or coach) you choose depends on your own personal circumstances, choices and aspirations.

Whatever type you choose you will receive the benefits of focused time and attention, the opportunity to really think clearly about what you want to achieve and where you want to go, with no interruptions from other things happening in your life.

## What do clients say?

*"I found the coaching sessions very helpful. They provided a stimulus for developing more effective ways of working and helped in clarifying my thinking about my current working practices and the ways in which I want, or need, to develop. Discussions were thought provoking and led me to examine and review routines and working habits, which had become inefficient or disorganised. Undertaking a series of sessions meant that there were opportunities to follow through on ideas and gave an incentive to try out plans between sessions. I feel that I am working more productively now and am establishing more productive and sustainable ways of working."*

**Contact KentCM for a free consultation to find out how coaching programmes can assist you or your organisation.**

**Email: [act@kentcm.com](mailto:act@kentcm.com)**

**Or log onto our website a register your interest.**