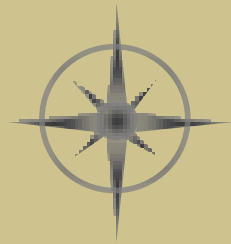


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Organizational Effectiveness Consulting



Helping you achieve business and personal success

Fact Sheet: Coaching

The Origin of "Coach"

"Coach" comes from Kocs, the name of a small Hungarian village. In the 14th century, enterprising carriage makers in Kocs began producing a covered, four-wheeled wagon for travel between Budapest and Vienna. The vehicle became immensely popular because it was light and compact, yet comfortable. The Viennese called it a "kutsche" because that's how the town's name sounded to them. Over time, "kutsche" became "coche," and later—in English—"coach." In the 1830's, tutors who helped Oxford students cram for their exams came to be called "coaches" because they were helping the students "travel" successfully through their tests. Before the end of the century, it became the term we now associate with sports. Coaches—of all types—still help to "convey" their clients on their journey of reaching their full potential

What Is Coaching?

Coaching is a method for changing behaviors and assumptions through a partnership of coach and client. It is a learning tool that can be applied to a wide variety of needs. Therefore, its approach varies based on the individual and the need.

Coaches can help clients with their relationships, their personal lives, work performance, career goals, business plans, and a host of other needs that range from very specific, skill-focused professional goals to long-term, life-changing personal strategies.

How Coaching Works

Coaching generally follows this five-step process.

- ✓ An initial discussion of what the client wants to achieve
- ✓ An assessment to understand where the client is now regarding his or her overall objectives
- ✓ Goal setting to establish specific objectives for change
- ✓ Development of action plans to map a step-by-step process to achieve the client's goals
- ✓ Regular coaching sessions to discuss progress

Coaching normally begins with a one- to two-hour session to discuss the client's overall objectives. This initial session helps the coach and client determine if there is good "chemistry" and the relationship should continue. Subsequent sessions are usually forty-five to ninety minutes long and are held every two to four weeks, depending on the situation. Typically, the client will have "homework" to do between coaching sessions.

Coaching sessions may be held in person or by telephone.

The duration of the coaching relationship depends on the client's objectives and progress, but typically lasts between four and twelve months.

Types of Coaching

Executive/Management Coaching helps an organization's leaders develop relationships, increase management skills, improve their communication with others, or enhance their professional "presence."

Business Coaching helps business owners and leaders develop and execute business and marketing plans, address personnel and human resources issues, improve client or customer service, and address other issues that affect business performance.

Sales Coaching helps sales professionals grow skills and strategies to be more effective in personal selling and marketing, and develop personal management strategies that enable them to follow through on their sales plans.

Career Coaching helps individuals who plan or who are making career changes through awareness of career interests and the development of self-marketing skills.

Intervention Coaching is a highly focused process to help individuals understand and change specific behaviors that are holding them back from reaching their full potential in the workplace.

Team Coaching can help a team or work group launch a project, improve their communication and relationships, manage conflict effectively, and set and reach performance targets.

Life Coaching works at an individual level with the goal of improving the client's overall quality of life. Life coaching addresses both personal and professional issues.

Some of the Benefits of Coaching

- Clear business goals and strategies
- Clear personal goals and strategies
- Improved communication
- Better decision making
- Career advancement
- Better time management
- Focus on top priorities
- Personal and professional life balance
- Increased self-confidence
- Improved employee retention
- Higher morale and satisfaction
- Successful change management
- Higher productivity
- Increased income
- Enhanced business relationships
- Stronger team performance
- Increased personal influence power
- And many others!**

Call (205.746.0322) or write (jf@joefehrmannconsulting.com) to learn more about how coaching can help you or your firm.

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