

## The effective coach

- Believes in the coachee's ability to develop and change
- Builds a trusting relationship with the coachee
- Values the coachee
- Has no preconceptions
- Is unfailingly positive, honest, incisive, open to change, calm, open-minded and open-hearted, discreet, committed, caring, nurturing, understanding, approachable, accessible, interested in the coachee, tolerant, non-judgemental
- Holds a mirror for the coachee to see him/herself
- Promotes independence
- Challenges the coachee
- Helps the coachee to commit to change
- Helps the coachee to set manageable goals – 'eating the elephant' in chunks
- Helps the coachee to keep travelling towards the target
- Asks questions but does not offer solutions
- Listens
- Is glad to help but avoids being drained in the process
- Seeks the support of a fellow coach

