

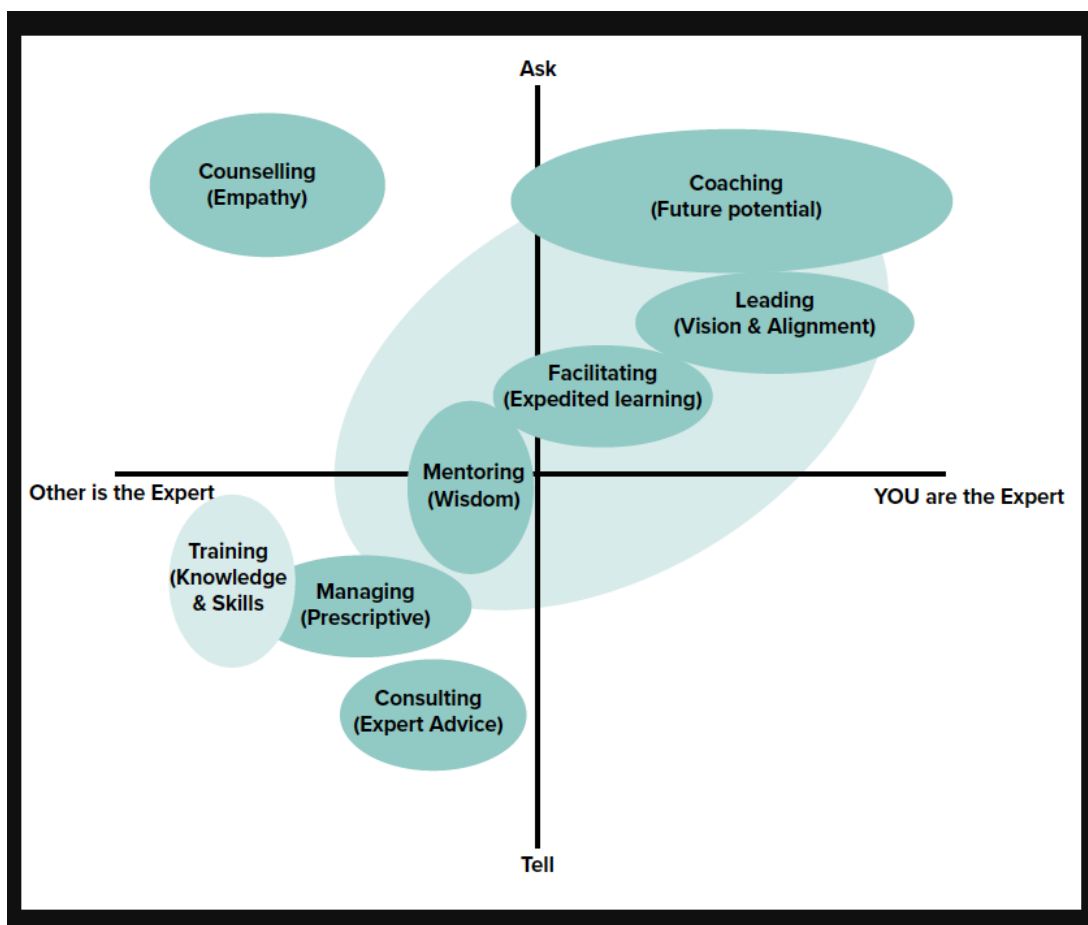
Coaching Explained

What is Coaching

Coaching is a partnership that is future focused, progression orientated and created collaboratively between the coach [SED Solutions] and the counterpart [prospectively yourself]. The key word is...**future**...coaching is not focused on your past, but rather understanding, owning and creating what you want now and into your future.

Coaching differs from Mentoring as it focuses on specific objectives/goals vs. the general development goals and advice that is provided in a Mentoring partnership. The identification of these goals and their achievement is the accountability of the counterpart. The coaches' role is to facilitate the counterpart to this success of achievement, not to provide advice, or influence your decisions regarding your future.

The below graphic [Courtesy of International Coach Federation Victoria Branch, Australia] visualises the difference between coaching and mentoring.



Coaching provided by SED Solutions is focused on '**Potential, Performance & Progression**', thus it is not therapy, nor is it designed to address psychological issues. Whilst your SED Solutions Coach is there as your partner and will facilitate you if emotional issues arise, the primary focus of our coaching services is to enable and challenge you, to identify your goals, build deeper self-awareness, know your strengths, define and implement your actions to achieve your goals, and catalyse your perspectives, growth and progression.

Executive and Business Coaching is individually and organisationally focused, whereas Career Coaching is primarily focused on the individual.

Who is Involved

A coaching partnership either consists of the counterpart [you, the client] and the coach, or, may also include an organisational sponsor. In the former the relationship is one-on-one and provides a safe, confidential space that is supportive, not advice driven, minimising influence, and non-judgmental - this enables the best possible opportunity for you to create what you want for yourself.

In the latter relationship with an organisational sponsor, other parties [e.g., HR/People and Culture, your leader] may be involved as a triage; this may be either passively [as the accountable person for funding the engagement], or more active [involved in the discovery session and initial goal setting, and reporting].

Regardless of the relationship design, what is discussed in sessions is held in the strictest confidence in line with the [International Coaching Federation Code of Ethics](#).

How Long

A full coaching program [minimum of 6 sessions] takes between 3-6 months to complete. Half programs [e.g. with 3 coaching sessions] take between 2-3 months to complete. Half programs are more orientated to Career Coaching and critical current work situations that require support.

Both durations depend on the number and frequency of the sessions. At the end of the initial set period of coaching months, together we will evaluate progress and discuss options for continued coaching if needed.

How Often

Ideally sessions are undertaken 2-3 weeks apart to allow for reflective practice and application of learning's.

Where Undertaken

Executive, Business and Career Coaching are not limited by distance. Sessions are undertaken face: face [in presence] in Perth and south west Western Australia and virtually globally through platforms such as [Zoom](#).

What is the Structure

A tailored program is structured and co-designed between yourself [the counterpart] and the coach. A true partnership that includes:

- Free 30-minute virtual consultation via Zoom providing an initial meet and greet, understanding of coach and counterpart, together with background behind your interest in coaching.
- The coach and counterpart enter into a coaching agreement and contract, in accordance with the professional standards of the [International Coaching Federation](#) that outlines the fees for sessions moving forward, scheduling and roles/responsibilities/expectations of each partner. The counterpart is also provided a pre-coaching questionnaire that is debriefed in the discovery session.
- A one-hour discovery session that is focused in further depth on the landscape the counterpart is operating in, their performance and/or leader profile, current challenges, perceived opportunities and 'top-line' goals desired in order to progress. This may or may not include a sponsor [e.g., counterparts leader, HR/People and Culture].
- Coaching engagement consists of a minimum of six, 60-75 minute coaching sessions.
- Two, 30-minute follow-up sessions following the coaching engagement with the counterpart at 3 and 6 months undertaken virtually or by phone.

Resources Provided

- An initial comprehensive review is undertaken to ensure that the coach is briefed on the prospective counterparts performance and progression, which may be in the form of reviews. This takes place in the initial consultation and discovery session [together with any additional sponsor meetings held if relevant]. This review forms the foundation of the success of the partnership.

This needs analysis is tailored and quoted on accordingly and examples may include:

- Meeting and interviewing the counterparts line leader, colleagues, stakeholders that are within the counterparts scope of engagement and influence [informal 360].
- Seeking self-assessment review by the counterpart focused on goal - setting.
- Undertaking and debriefing a formal 360 Diagnostic as a peer-evaluation tool.
- Undertaking a personality and/or strength profiling.
- Shadowing the counterpart in relevant activities such as meetings and presentations.
- Confirming the agreed measuring and reporting of results, together with the longer-term development plan objectives.

All these initiatives aim to design an informed and aligned development and goal setting plan that is targeted to optimise impact and progression.

Additional support may include:

- Out of session access to the coach during working hours if required.
- Referrals to books, articles and videos relevant to the counterparts progression.
- Referral to a broader network of colleagues to expand perspectives and prospect.