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Personal & Executive Coach

Coaching principles

- The client is capable of much better results than they are currently generating
- We are all capable of realizing our full potential
- We are all capable of positive change
- We are all naturally creative, resourceful and whole – nothing is broken so the client doesn't need fixing
- The coaching relationship is built upon truth, openness and trust
- Coaching addresses the whole person
- The agenda comes from the client
- The coach holds the focus and space for the client's wider transformational agenda
- The client is responsible for the results they create
- The coach does not deliver answers, the coach asks questions and invites discovery
- The coach maintains a commitment to support the client
- The coaching relationship is an alliance of two equals for the purpose of meeting the client's goals – with focus on what the client thinks and experiences
- Coaching does not focus on healing issues from the past, it looks at what is going on in the present and what changes can be made for a more positive future
- Coaching encourages the client to become resourceful and use their skills, talents and strengths
- Coaching encourages the client to become creative and develop courage to step out of their comfort zone
- The coach encourages the client to look at issues from more than one perspective
- Coaching aims to eliminate both the external and the internal obstacles to achievement of a goal
- Self-belief, self-motivation, choice, clarity, commitment, awareness, responsibility, and action are the products of coaching