

A photograph of two women sitting at a table, engaged in a conversation. The woman on the left is smiling and gesturing with her hand. The woman on the right is listening attentively. A white coffee cup and saucer are visible on the table in the foreground. The background is softly blurred with warm, bokeh lights.

**START THE**

# **CONVERSATION**

**Learn what to expect during a coaching session.**

Coaching is a thought-provoking and creative process that will inspire you to maximize your personal and professional potential. Your ICF coach will be your partner on the journey toward identifying, clarifying and achieving your goals.



International Coach Federation

[coachfederation.org](http://coachfederation.org)

## What is coaching?

Professional coaching focuses on setting goals, creating outcomes and managing personal change. Other service professions, like consulting and psychotherapy, are based on the wisdom and expertise of the professional. In coaching you—the client—are the expert. Your coach's role is to ask powerful questions, act as a sounding board, provide objective assessment and observations, listen fully and actively, challenge your blind spots, and foster shifts in thinking that reveal fresh perspectives.

## What are examples of goals I'd address with a coach?

Is there an upcoming opportunity or challenge that you want to leverage?  
Do you feel "stuck" on the path to achieving your goals?  
These are two excellent examples of topics to bring to a coaching conversation.

Other common reasons for partnering with a coach include:

- Optimizing work performance**
- Expanding career opportunities**
- Increasing self-esteem/self-confidence**
- Maximizing potential**
- Defining strengths and weaknesses**
- Improving business management strategies**
- Managing work/life balance**

## What's my role?

The most successful coaching partnerships begin with a client who has a clear idea of what they want to accomplish and is open to collaboration and new perspectives.

As a coaching client, your role is to:

- Create the coaching agenda based on personally meaningful goals**
- Assume full responsibility for your own decisions and actions**
- Use the coaching process to promote possibility thinking and fresh perspectives**
- Engage big-picture thinking and problem-solving skills**
- Take the tools, concepts, models and principles provided by your coach and engage in effective forward actions**

The International Coach Federation (ICF) is dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification and building a worldwide network of credentialed coaches across a variety of coaching disciplines. ICF is active in representing all facets of the coaching industry, including Executive, Life Vision and Enhancement, Leadership, Relationship, and Career Coaching. Its 31,000-plus members located in more than 140 countries work toward the common goal of enhancing awareness of coaching, upholding the integrity of the profession, and continually educating themselves with the newest research and practices.