

Introduction to Coaching

Coaching is an exploration that challenges you to acknowledge where you are now, and what you really want to live a rich, full, meaningful life. As your coach, my role is to help you expand self-awareness, explore new perspectives and behaviors, face obstacles and remain committed to what you've specified is important.

My approach stems from a mindfulness based behavioral therapy rooted in psychology: ACT (Acceptance and Commitment Therapy.) Though we will not be doing therapy, key concepts from the ACT approach are used to enhance the coaching process.

Reasons to Work with a Coach

- Something urgent, compelling or exciting is at stake (a challenge, stretch goal or opportunity)
- A gap exists in knowledge, skills, confidence or resources
- A desire to accelerate results
- A lack of clarity with choices to be made
- Success has started to become problematic
- Work and life are out of balance, creating unwanted consequences
- Core strengths need to be identified, along with how best to leverage them

What Coaching is NOT

- **Therapy:** Therapy deals with healing past pain, dysfunction and mental health issues. Coaching, on the other hand, supports personal and professional growth based on self-initiated change in pursuit of specific actionable outcomes. These outcomes are linked to personal or professional success. Coaching is future focused. The primary focus is on creating actionable strategies for achieving specific goals in one's work or personal life. The emphases in a coaching relationship are on action, accountability, and follow through.
- **Consulting:** Consultants diagnose problems, prescribe and often implement solutions. With coaching, the assumption is that individuals or teams are capable of generating their own solutions, with the coach supplying supportive, discovery-based approaches and frameworks.

- **Mentoring:** A mentor is an expert who provides wisdom and guidance based on his or her own experience. The coaching process does not assume that the coaches own experience is appropriate for each individual client. Coaching focuses on the client's self-exploration to reach their own objectives.
- **Training:** Training programs are based on objectives set out by the trainer or instructor. Though objectives are clarified in the coaching process, they are set by the individual or team being coached, with guidance provided by the coach. Though Ashley does offer outside training workshops, private coaching is less linear without a set curriculum.

Important Aspects of the Coaching Process

- Coaching is active - it is not just talking, it is about taking action.
- Identification of 'values': what matters to the client. What they want to stand for. How they want to behave on an ongoing basis.
- Focus on one's self, the tough questions, the hard truths and one's success.
- Clients observe the behaviors and communications of self and others.
- Clients learn to listen to their intuition, assumptions, judgments, and to the way they sound when they speak. Clients challenge existing attitudes, beliefs and behaviors and develop new ones that serve their goals in a superior way.
- Clients leverage personal strengths to overcome limitations.
- Take decisive action, however uncomfortable and in spite of personal insecurities, to reach for the extraordinary.
- Show compassion for one's self while learning new behaviors and experiencing setbacks, and to show that compassion for others as they do the same.
- Have the courage to reach for more than before while engaging in continual self examination.
- Coaching incorporates practical planning, goal setting and accountability measures.
- Clients practice new skills for handling challenges, so they have less impact and influence over behavior. Like learning any new skill clients are encouraged to practice both in session and between sessions.
- The coach may ask permission to interrupt the client from time to time - to 'press pause' if they see them doing something that looks like it may be helpful or unhelpful to the client's coaching objective.



Privacy Policy

Private coaching is completely confidential. Confidentiality is a fundamental part of the coaching agreement. The scheduling and virtual meeting applications used by Ashley Waknine are HIPAA compliant. Nothing you say in coaching is shared with anyone. The rare exception to this is a court order of law to disclose information.

What You Should Know About Ashley

My coach training education at EGL Executive Coach Training Program is accredited by the International Coach Federation (ICF). I am fully certified by the ICF to work professionally as both a life and executive coach. The ICF is globally recognized and respected as the governing body of the coaching profession.

I have formal training in the ACT approach and 10 years experience with the practice of mindfulness. I stay abreast of new developments from psychology. I draw on scientifically supported concepts that lend support to behavioral change and assist my client's objectives.

Client Resource

[International Coach Federation Website](#)