

Introduction

Many coaching theories state that the role of the coach is:

“To unlock a persons potential to maximise their own performance¹”

Understanding how to “unlock” someone’s potential has always been the challenge.

One of the most popular approaches is the use of the **GROW Model**. This normally involves the individual being coached to establish a goal, defining their current reality, brainstorming all options on bridging gaps and then deciding what action to take.

However, we believe there is a world of difference between what an individual states they will accomplish and what they actually achieve.

This is where the **Coaching Equation²** comes in.

Performance = Potential – Interference

This means our performance is a function of not just our potential (knowledge and skills), but also of our mental barriers preventing us from using that potential. These barriers involve concepts such as limiting self-beliefs, non-aligned personal goals and a negative mindset.

Aims

Performance Coaching is designed to develop coaches who will be capable of coaching individuals in the critical areas above thereby releasing their full potential.

Grounded in proven sports and popular psychology with elements from NLP and client feedback, advanced coaching remains both relevant and practically applicable to all coaching situations for individuals, teams and organisations.

Benefits – to the individual

Individuals will leave the programme able to:

- Effectively use the **GROW Model** in coaching exchanges
- Increase the coachee’s motivation towards taking action
- Help the coachee to identify psychological barriers usually responsible for failure
- Help the coachee to fully utilise their potential
- Understand how to self coach for optimum results

Benefits – to the organisation:

The organisation will directly benefit from the application of successful coaching interactions that will lead to:

- Regular coaching sessions within the organisation.
- Managers encouraging team members to become self-motivated, self-reliant and self-directed whilst taking responsibility for their results.
- A learning organisation.

Who Should Attend

This programme will benefit the experienced coach, individuals new to coaching and anyone interested in maximising the results of a coaching interaction.

¹ John Whitmore, Coaching for Performance (3rd Edition) (2003)

² W Timothy Gallwey, The Inner Game of Tennis (1974)