

# 10 Advantages of Good Coaching

Whether you're an employer considering coaching for your staff, or you've contemplated some personal, professional or business coaching for yourself, I hope this list of 10 benefits will clarify your thoughts:

- 1 **Develops competence:** Good coaching will first enable – and then go beyond – assisting the coachee in reaching competence. Success often leads to further success, and helps instill greater self-confidence for tackling new things in the future.
- 2 **Helps diagnose and correct performance problems:** Coaching conversations allow the coach and coachee to identify collaboratively what's behind performance issues. These discussions can help empower the coachee to solve any problems, and feel valued as their input is sought by the coach.
- 3 **Helps diagnose and correct unacceptable or unsatisfactory behaviour:** Behavioural problems can be more subjective, and trickier to deal with than performance issues because they involve evaluating a person's attitude and demeanor. By working collaboratively with all parties involved, the coaching process can uncover a range of potential solutions and help everyone agree on the best solution.
- 4 **Provides a personalised approach to development:** The coaching approach can be specifically tailored to meet the needs of the individual, as and when required, and provide very personalised support.
- 5 **Provides opportunity for open communication and reflection:** A good coaching relationship facilitates open communication in a safe space. This encourages the coachee to reflect and talk confidentially. The process also allows the coachee to look at how they are thinking, feeling and behaving; gain insights into a situation; and help them evaluate what needs to happen, or change, to reach their desired outcome.
- 6 **Can be results-focused and time-oriented:** Coaching allows for clear goals to be set and achieved within a targeted time frame – and often faster than the coachee expected. Specific strategies and actions plans are created collaboratively created so that the coachee is clear about how to move forward. The benefits of taking positive steps between sessions can also easily be seen and measured.
- 7 **Offers accountability:** Many of my clients have found that a key benefit of coaching is the accountability it provides for their actions and progress. Having someone to check in with at regular intervals is a great way to stay focused and on track, to ensure agreed actions are followed through.
- 8 **Provides opportunities for positive acknowledgement:** Coaching provides natural opportunities for praise and acknowledgement along the way to achieving goals. This support is empowering for the coachee, especially when really difficult tasks have been successfully handled.



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- 9 **Enables the development of self-coaching behaviours and a coaching culture:** As a coachee is guided through the process of achieving a goal, or overcoming a challenge, they develop skills and confidence to help them coach themselves. Even better, they are often then able to coach others through similar situations.
- 10 **Engages the coachee:** Coaching relies on encouraging the coachee to generate ideas and their own solutions. Because they understand the solution and how it was arrived at, the coachee will be more likely to carry out any required actions.

For more business and life coaching tips to help you achieve your goals and create and live the life you've always wanted, visit [www.blueskycoaching.com.au](http://www.blueskycoaching.com.au). To find out more about how you can work with me personally, call me on 0411 471 941 or (08) 8338 3134 or e-mail [tania@blueskycoaching.com.au](mailto:tania@blueskycoaching.com.au).



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