

Shining Light on the PCC Markers

My purpose today is to raise your awareness of the PCC Markers.

Why design a new system?

1. The old/existing system was too time consuming
2. The old/existing system was too subjective for the assessors

The NEW system benefits:

1. Much faster
2. More fair, consistent, valid, reliable, repeatable and defensible

ICF Credential Comparative:

ACC – coach tends to take the presenting issue at surface level and be more focused on creating action steps than exploring of issues for deeper learning for the client.

PCC – coach tends listen and explore for more depth; questions tend to be a mix of solution-based questions, some more responsive to the client in the moment, and some designed for deeper learning for the client. The client has made a shift.

MCC – coach is comfortable exploring the unknown, a completely connected observer to the client, and the connection is more to the whole of who the client is being. The client has made a shift and is finding a more powerful sense of self.

ICF says “The coach’s inability to move beyond standardized coaching questions or a standardized model will result in a score below the MCC level.” I liken this point to the idea that once you have consciously mastered the art and science at the level of conscious competence, MCC level is the ability to let go and trust yourself at the level of unconscious competence.

Note: This information is shared from my personal opinion and not official statements from ICF. For more information, please refer to www.coachfederation.org Professional Certified Coach (PCC) Markers

ICF PCC Markers:

#2 Establishing the Coaching Agreement

Ability to understand what is required in the specific coaching interaction and to come to agreement with the prospective and new client about the coaching process and relationship

ICF PCC Markers:

1. Coach helps the client identify, or reconfirm, what s/he wants to accomplish in the session.
2. Coach helps the client to define or reconfirm measures of success for what s/he wants to accomplish in the session.
3. Coach explores what is important or meaningful to the client about what s/he wants to accomplish in the session.
4. Coach helps the client define what the client believes he/she needs to address or resolve in order to achieve what s/he wants to accomplish in the session.
5. Coach continues conversation in direction of client's desired outcome unless client indicates otherwise.

#3: Establishing Trust and Intimacy with the Client

Ability to create a safe, supportive environment that produces ongoing mutual respect and trust

ICF PCC Markers:

1. Coach acknowledges and respects the client's work in the coaching process.
2. Coach expresses support for the client.
3. Coach encourages and allows the client to fully express him/herself.

#4: Coaching Presence

Ability to be fully conscious and create spontaneous relationship with the client, employing a style that is open, flexible and confident

ICF PCC Markers:

1. Coach acts in response to both the whole person of the client and what the client wants to accomplish in the session.
2. Coach is observant, empathetic, and responsive
3. Coach notices and explores energy shifts in the client.
4. Coach exhibits curiosity with the intent to learn more
5. Coach partners with the client by supporting the client to choose what happens in the session.
6. Coach partners with the client by inviting the client to respond in any way to the coach's contributions and accepts the client's response.
7. Coach partners with the client by playing back the client's expressed possibilities for the client to choose from.
8. Coach partners with the client by encouraging the client to formulate his or her own learning.

#5: Active Listening

Ability to focus completely on what the client is saying and is not saying, to understand the meaning of what is said in the context of the client's desires, and to support client self-expression

ICF PCC Markers

1. Coach's questions and observations are customized by using what the coach has learned about who the client is and the client's situation.
2. Coach inquires about or explores the client's use of language.
3. Coach inquires about or explores the client's emotions.
4. Coach inquires about or explores the client's tone of voice, pace of speech or inflection as appropriate.
5. Coach inquires about or explores the client's behaviors.
6. Coach inquires about or explores how the client perceives his/her world.
7. Coach is quiet and gives client time to think.

#6: Powerful Questioning

Ability to ask questions that reveal the information needed for maximum benefit to the coaching relationship and the client

ICF PCC Markers:

1. Coach asks questions about the client; his/her way of thinking, assumptions, beliefs, values, needs, wants, etc.
2. Coach's questions help the client explore beyond his/her current thinking to new or expanded ways of thinking about himself/herself.
3. Coach's questions help the client explore beyond his/her current thinking to new or expanded ways of thinking about his/her situation.
4. Coach's questions help the client explore beyond current thinking towards the outcome s/he desires.
5. Coach asks clear, direct, primarily open-ended questions, one at a time, at a pace that allows for thinking and reflection by the client.
6. Coach's questions use the client's language and elements of the client's learning style and frame of reference.
7. Coach's questions are not leading, i.e. do not contain a conclusion or direction.

#7: Direct Communication

Ability to communicate effectively during coaching sessions, and to use language that has the greatest positive impact on the client

ICF PCC Markers:

1. Coach shares observations, intuitions, comments, thoughts and feelings to serve the client's learning or forward movement.
2. Coach shares observations, intuitions, comments, thoughts and feelings without any attachment to them being right.
3. Coach uses the client's language or language that reflects the client's way of speaking.
4. Coach's language is generally clear and concise.
5. The coach allows the client to do most of the talking.
6. Coach allows the client to complete speaking without interrupting unless there is a stated coaching purpose to do so.

#8: Creating Awareness

Ability to integrate and accurately evaluate multiple sources of information, and to make interpretations that help the client to gain awareness and thereby achieve agreed-upon results

ICF PCC Markers:

1. Coach invites client to state and/or explore his/her learning in the session about her/his situation (the what).
2. Coach invites client to state and/or explore his/her learning in the session about her-/himself (the who).
3. Coach shares what s/he is noticing about the client and /or the client's situation, and seeks the client's input or exploration.
4. Coach invites client to consider how s/he will use new learning from the coaching.
5. Coach's questions, intuitions and observations have the potential to create new learning for the client.

#9: Designing Actions

Ability to create with the client opportunities for ongoing learning, during coaching and in work/life situations, and for taking new actions that will most effectively lead to agreed-upon coaching results.

#10: Planning and Goal Setting

Ability to develop and maintain an effective coaching plan with the client.

#11: Managing Progress and Accountability

Ability to hold attention on what is important for the client, and to leave responsibility with the client to take action

ICF PCC Markers: (Actions, Planning, Accountability)

1. Coach invites or allows client to explore progress towards what s/he want to accomplish in the session.
2. Coach assists the client to design what actions/thinking client will do after the session in order for the client to continue moving toward the client's desired outcomes.
3. Coach invites or allows client to consider her/his path forward, including, as appropriate, support mechanisms, resources and potential barriers.
4. Coach assists the client to design the best methods of accountability for her/himself.
5. Coach partners with the client to close the session.
6. Coach notices and reflects client's progress.

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Your program "My Portable Mentor" exceeded my expectations. The topics were exactly what I wanted, and submissions were very clear, both at the conceptual and tactical level, applicable to my role as a corporate human resources and a professional trainer. It is truly an inspiring program, giving me new insight and deepening myself in coaching!

V. Tufanova, Consultant on organizational change, business coach

Fran Fisher, Master Certified Coach



Fran is a Master Certified Coach (MCC), visionary leader, international speaker, and published author. She specializes in providing mentoring for coaches, and coaching services for small business owners, executives, and collaborative teams.

Recipient of *The Lifetime Achievement Award* 2012 by the ICF Chapter Washington State, Fran is recognized internationally as one of the pioneers and champions for coaching. She served as a founding International Coach Federation, ICF, Executive Board member, and co-chair of the Ethics and Standards Committee, responsible for developing the Credentialing Programs for aspiring coaches and training schools. Fran was the first Executive Director of the Association for Coach Training Organizations, ACTO. She is currently serving as an ICF Credentialing Assessor.

Fran's passion is helping people liberate their authentic power and manifest their highest visions. She specializes in facilitating a transformational approach for blending the art of visioning with the structure of strategic planning and intuitive listening to empower her clients for greater success and fulfillment.

In 1991, Fran founded the *Living Your Vision*® (LYV) process for empowering individuals in transforming their visions into reality. In 1997, Fran founded the Academy for Coach Training, one of the first International Coach Federation (ICF) accredited schools. In 2005, shifting her focus to private practice, and more writing and speaking, Fran sold the ACT and LYV businesses and their associated trademarks to I & AM, LLC dba inviteCHANGE.

Fran is author of *Violet's Vision*, www.violetsvision.com, and *The Illusion of Hopelessness*, www.theillusionofhopelessness.com. She is contributing author to NO Winner Ever Got There Without a Coach. Her chapter is titled: *Living True to Your Essence*. Co-author of Empowerment Selling, www.empowermentselling.com

Fran lives in Bellevue, Washington, USA. In her leisure time, she enjoys ballroom dancing, long walks on ocean beaches, and hiking Pacific Northwest trails.

www.franfishercoach.com

fran@franfishercoach.com

425-401-1374

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