Establishing the Coaching Agreement
ICF Core Competency #2

How to facilitate a transformational conversation: Coach the client's *relationship* to their issue, versus coach their issue:

Clarify the Focus of the conversation. Understand the client's issue and their relationship to their issue:

- Establish and align on a FOCUS
- GO DEEPER: what is the issue underneath the issue; what is the REAL issue? (the presenting "issue" is usually not the "real" or underlying issue)
- Explore for specificity; chunk it down from a broad focus to a more specific focus. For example instead of "finances," help the client pick an aspect of their finances that is of most concern for this conversation (debts, savings, expenses, foreclosure, generating income, etc.)

Establish a desired Outcome

- Clarify a desired OUTCOME – What does the client want to accomplish? This can reveal their broader "want," but most importantly for this conversation, what do they "want" to accomplish in this conversation. Now you will have an aligned-on goal for this conversation.

Explore for the client's Motivation

- Understand the client's relationship to the issue. (i.e.: What is important to you about achieving this outcome?)
- What does this mean for you (Impact? Benefit? Value? How will your life be different?)

Establish a measure for success
- Establish a base line measurement. Where are they now? Where do they want to be by the end of this conversation?
- Co-create way to measure the accomplishment
- How will the client know they have achieved what they wanted to accomplish? Look like? Feel like?

Check in periodically, if needed to see if you are on track. If not, re-contract for a new agenda or direction.

At closure, check in on the measure for success, related to desired outcome
- Inquire to raise awareness on where the client is now in relationship to what they wanted to accomplish. This helps the client measure their progress and acknowledge their movement or accomplishment.

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