

# Exploring Coaching and its impact

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# What coaching is (and isn't)

How can coaching can support your development; and how coaching has changed our participants' behaviours and beliefs and enabled them **support their children better.**

- The International Coaching Federation (ICF) states that, “**Professional Coaching brings many benefits: fresh perspectives on personal challenges, enhanced decision making skills, greater interpersonal effectiveness and increased confidence.**”

# Why coaching?

- At its heart, coaching helps our leaders to develop their capacity to learn and improve. It focuses on the **specific development needs of the leader**, so participants can personalise their development to problem-solve issues as they emerge and before they block performance.
- The time to talk about and solve problems also **supports our leaders' well-being** in what can be a stressful job. It also offers a chance for them to reflect on their learning both from training and from in-school experiences.

# Solution Focused, strengths based

- It starts with what the coachee is good at or what good looks like."
- This is not an innovation: coaching is widespread in the corporate world, where the ICF has 25,000 professionally accredited coaches working with hundreds of thousands of clients in all sectors of the economy.
- The [ICF reports](#) that **70% of coaching clients attribute improved work performance to coaching; 73% report improved professional relationships and 80% say they have improved self-confidence.** Most strikingly, almost all clients and companies report themselves "very satisfied" or "somewhat satisfied" with their experience of coaching.

# Skeptics...or uninformed?

- We believe that coaching can help everyone. I've sometimes talked to people who tell me that coaching has nothing to offer them: "I'm not failing..."; "I don't want anything that sounds like therapy..."; "I don't see how an outsider could understand my context..."
- These thoughts are based on a misapprehension of what coaching can offer. Part of the problem is the word itself. 'Coaching' is often used in the wider world, such as in sport, to address performance deficits or a mentoring-style approach where the 'coach' solves your problems with their superior knowledge and experience.

# International Bodies

- The international bodies representing coaching define coaching as something very different.
- So what is coaching? Literally, it is two people talking; the coachee brings their challenges and development goals and the coach enables them to find their own solutions. It is a professional partnership based on dialogue and discussion, and is designed so the coachee can maximise their performance through reflection on and deployment of their strengths.

# It's a partnership

- Our coaches **work in partnership** with their coaching clients to find the strategies and solutions that they can own for themselves and live by long after the coaching itself has finished.
- 73% of coachees report improved professional relationships. International Coaching Federation
- We are committed to evidence-based practice, so our coaching methods, developed in partnership with [Growth Coaching International](#), secure transformational impact by using tried and tested listening and questioning approaches

# Moral Purpose

- . It is self-conscious, values-driven strategies and ways of working that enable our participants to lead effectively and with moral purpose.
- We also regularly ask participants to give us regular formal feedback on the effectiveness of their coaching relationships. Coaching is consistently the highest-scoring element of our programmes, and scores continue to improve.

# Survey feedback

- In our most-recent survey 97% of participants either “strongly agreed” or “agreed” that coaching was building their confidence and capacity as leaders, and the average score for coaches was 9.2 out of a possible 10.
- Programme participants' almost universally celebrate the positive impact of coaching on the person coached and consequently upon teams and pupils:
- "Massively helpful. My coach has challenged me in a number of ways regarding my leadership and also helped me to guide myself in the right direction through her excellent questioning."

# Survey feedback

- Coaching helps me to find the answers I need - he refuses to spoon-feed me, which I really appreciate."
- "My coach has helped me to understand the points of view of challenging members of my department, and helped me to understand how my assumptions and preferred ways of working aren't correct for everybody."
- We will therefore continue to rigorously develop and supervise our coaches so that they are best-equipped to offer the support and challenge which delivers the most profound and long-lasting impact for aspiring and ambitious leaders.

# Transforming lives

We believe what participant feedback tells us; coaching is transformational for leaders and thus the first step towards transforming of the life chances of thousands of young people.