



# 10 Tips and Insights to Coach at Your Best

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*10 insights to coach at your best, and 10 tips for new coaches, harvested over 10,000 coaching sessions.*

## 10 insights to coach masterfully

### **1. Coaching is an act of unconditional love for your client's inner-Greatness**

Choose to love your client's inner Greatness... and it will emerge! In other words, when you expect the best from your clients, they bring it on.

### **2. We are not in the profession of just 'helping our clients to grow'...**

... we are in the profession of enabling our clients to empower themselves to grow!

### **3. Be authentic, humble and vulnerable**

That gives permission to your clients to be the same, and then great coaching work can start!

#### **4. Go deeper sooner**

Promptly explore in depth what is lying underneath the issue a client brings to the session.

#### **5. Dance with your client**

Invite your clients to partner with you in co-creating the next steps of the session. For example, ask them, *'what's the best next question for us to ponder?'*

#### **6. Silence is golden**

Let silence do the heavy work. Let your eyes ask the questions - *they* will not 'pollute' your client's thinking with extraneous words.

#### **7. Step back enough**

Notice the patterns in your client's thinking, energy-shifts, emotions and behaviors; ask for permission to share them and invite your client's feedback.

#### **8. Make your client your teacher...**

... and just be a curious and demanding 'student'. Great coaching unfolds when the coach enables the client to 'teach' the solution of the problem being explored.

#### **9. Your intention matters a lot more than your questions**

As long as your intention is to support and stretch your clients, they will do great work!

#### **10. The less you 'work' in a session, the more you client does; and that's what matters...**

... because it is your client who can -and must- do the best work!

### **10 tips for new coaches**

#### **1. Help your clients be fully present**

At the beginning of a session, offer them a chance to relax and clear their mind, so that they can fully concentrate on the conversation.

#### **2. 'Contract' in depth**

What clients wish to explore -at the beginning of a session- is usually the tip of the iceberg. Dig deeper and ask them 'how is that important to you?' or 'what could that be about, at a deeper level?' Doing so ensures that your contracting yields a workable objective of real value to your client.

#### **3. Don't worry if you don't fully understand your client, nobody does!**

And you never will anyway! Co-creating value with and for your client is your only responsibility.

#### **4. Make sure you are never in the way of your client's thinking**

Step back and always remember ICF's stance: *"Coaches honor others as creative, resourceful, and whole."*

#### **5. Let silence do the heavy work for you!**

The more you talk, the bigger the risk that you pollute your client's thinking. 'Young' coaches tend to talk 10-times too much.

#### **6. Let the conversation inspire your next question 'naturally'**

Just give your questions time to surface from your whole body to your mind. Trust your intuition.

#### **7. Be humble**

Say 'I don't know' when you don't know. Say 'I am lost' when you are lost. Say "I don't know which question to ask you" when you don't. Don't worry when your questions don't work, laugh about them with your clients and then ask them 'what's a better question to ask you?'

#### **8. Do a mid-way check-in**

Half-way along your sessions, ask your clients 'where they are vis-à-vis their objective', 'what they have learnt so far', and 'what will be the best use of the time remaining'. If a client hasn't found value in the first half of the session, isn't it good to know and re-contract for a great second half?

#### **9. Conclude on a high**

For example, ask your clients

- 'what value they gained from the session',
- 'what they have learnt at a deeper level -especially about themselves-',
- 'how you could serve them better next time',

and let them know

- 'what you learnt from them', and
- 'how they inspired you'.

#### **10. Good coaching raises your energy**

If you are tired after a coaching session, discuss it with your mentor or supervisor; it probably means that something is not optimal yet in the way you and your client work together.