



Frequently Asked Questions on Coaching

Why do leaders and managers hire executive coaches?

- Be challenged
- Take their management and leadership skills to the next level
- Discover their potential
- Explore what is holding them back from superior performance
- Prepare for their next position
- Strike a healthier work-life balance
- Improve their talent at people development and retention
- Adjust their resistance to frustration (emotional control)
- Find-out how to motivate and inspire their teams better
- Develop their effectiveness at cross-cultural management
- Test their thoughts with an independent “soundboard”
- Reduce stress
- Align their thoughts, actions and behavior
- Improve communication skills
- Probe their career options and plan their next career moves
- Etc... (there are as many different expectations as there are Executives!)

WHAT are the benefits of coaching?

- Beyond your previous successes, you move towards fulfillment
- You clarify your thoughts and define your way-ahead
- You focus on defining actions and implementing them all the way to satisfying results
- You take the lessons of failures and successes and apply those lessons
- You discover more of your potential and unleash it
- You enhance your self-awareness and your awareness of others' perceptions
- You understand your underlying motivational-drivers and leverage them effectively
- You develop your own comfortable leadership-model in your position
- You manage your time, your energy and priorities better
- You clarify your career options
- Etc...



HOW does coaching work?

Your Coach is probably your only non-judgmental thinking-partner. He/she is totally committed to your agenda and your success, as he/she succeeds only if you do!

- First, you and your coach get to know each other; you fill-in a questionnaire for preparation to coaching, may answer a personality assessment questionnaire and may also start a 360 survey
- Then you and your coach design a coaching program together, involving your hierarchy and HR colleagues when relevant.
- Going forward, you take ownership of the program and responsibility for its success.
- At each session (from 1 to 3 hours), you choose the subjects you want to work on.
- Then your coach works with you all the way to making decisions for progress and taking actions. Your coach will follow-up the results of your actions at the next sessions, and work out with you until you get the results you want.
- Your coach (1) proactively listens to what you say, how you say it and what you don't say, then (2) challenges you to clarify your ideas and intentions and (3) motivates you to take actions to (4) make your intentions become reality.

The coaching process is structured so that

- You gain awareness: get to know yourself and your potential better (by shedding light on things you do not see about yourself and on others' perceptions about you and your actions)
- You define SMART goals, assess obstacles and opportunities to reach them, and you set up action plans to reach them
- You try different perspectives to look at issues, and then choose the most helpful ones
- You move out of your comfort zone (thanks to powerful questions from your coach)
- You take actions whenever / wherever you are stuck
- You remain focused and committed along the way
- You are challenged by powerful requests from the coach whenever useful
- You acknowledge your successes and build on your failures



WHY does coaching work?

When conducted by an accredited professional certified coach, Coaching works because:

- (1) it creates a safe, challenging and inspiring space for you to find-out and decide the best solutions for your issues, and then implement them (remember: you are the best person to find the 'best solutions' to your issues, because no one else knows as much as you do about them)
- (2) it leverages proven methods and techniques, all focused on results, in particular: power listening, effective feedback, powerful questioning, reframing perspective, goal setting, accountability, tools such as tests (personality, strengths, values...), methods to build self-awareness, etc...
- (3) when you request opinion from your coach, he/she speaks out truthfully, with no agenda, whereas your boss, your peers, your subordinates, your friends, your family-members might not do so, out of shyness of their own agenda with you
- (4) importantly, you and your coach are fully committed to Success and Fulfillment; your coach will try his/her best to help you all the way
- (5) coaching is interactive and flexible, it adjusts to your style and your needs

What is the difference between coaching and consulting?

A consultant will come with solutions for you.

A coach will come with questions for you... to find the solutions.

What is the difference between coaching and training?

Training provides you with knowledge. It is up to you to take actions afterwards.

Coaching helps you to think-through what you want do with your knowledge and experience... and decide actions. Then coaching accompanies you all the way to success. Coaching also helps you work on your awareness, your behavior and move from where you are to where you want to be, career-wise and Life-wise.

What is the difference between coaching and mentoring?

A mentor provides guidance and advice, drawing from his / her experience, knowledge and wisdom, to support the professional / personal development of a person. Typically, the mentor *is* the expert.

In a coaching relationship, the coachee *is* the expert. The coach also supports her/his client, but primarily by helping her/him craft her/his own solutions, decide actions to fulfill her/his goals and monitor/encourage progress, by drawing on *the Client's* skills, experience, wisdom, values and knowledge.



What special skills do you have that will make you an effective coach, and why?

i) People –and Client in particular- trust me very quickly –because of my empathetic and non-judgmental listening, and my experience & reputation as a fair and people-focused former Managing Director for a well-known Fortune 500 company in Thailand-. As an illustration, none of the many Companies I have worked for so far have requested me to sign a Non-Disclosure Agreement, although I systematically volunteer to do so.

ii) My tenacious focus on securing spectacular results for my Clients, holding them accountable at all times, and the structure I have put in place to help them “deliver” quickly on their goals (preparation questionnaire, 360 survey, reviews of progress with the Client, his/her boss and Human Resources -whenever agreeable with the Client - mid-way through the coaching assignment and at the end of it, etc...).

iii) My sensitivity to cultural differences and my ability to leverage it fully in my coaching practice. I have developed this sensitivity throughout my career –having spent 12 years in management positions outside of France -my birthplace- and having worked closely with colleagues from 30 countries-. I have further developed that sensitivity since 2006, working for clients from over 12 nations as their executive coach.

In addition, I am a Certified Professional Coach, accredited by the International Coach Federation (the most respected world-wide association of coaches), the only one in Thailand (in May 2009) and one of 7 in ASEAN + China. This status guarantees the most effective professionalism in coaching you. Since 2006, I have coached over 150 executives in all types of positions, from over 12 nationalities, and for well-know multinational companies and successful SMEs.

Should I choose tele-coaching (by telephone) or face-to-face coaching?

Each has its own advantages. Many Clients use both: face-to-face for the first session and then once every month or two; tele-coaching sessions in between.

Some Clients prefer tele-coaching because:

- It saves time: they can do it from any location; no need to commute
- It is effective: they feel they get more done in 1 hour
- It is comfortable: they enjoy the fact that the coach cannot see them and find it easier to open-up that way

Some clients prefer face-to-face coaching because:

- They feel it is easier to establish a relationship of trust with their coach
- They enjoy the conviviality of face-to-face interactions

In the end, it is your choice, and you can enjoy both anyway!



How can I get the most out of my coaching program?

- Make our coaching sessions a priority in your agenda
- Come to every session with a specific agenda, clear on what you want from it
- Do your homework between sessions; complete what you committed to do
- Apply what you learn
- Be open-minded! Try new approaches! Experiment!
- Be willing to change your beliefs and patterns, if they do not serve you anymore

How long does a coaching program typically last?

The Client and the coach decide the most appropriate duration. Typically, most Clients ask for a program lasting between 3 and 9 months.

How frequently should I meet with my coach?

The Client and the coach decide together what serves the Client best. Most common choices are:

- bi-weekly coaching sessions of 2 to 3 hours each face-to-face
- weekly sessions of 1 hour by telephone

Do you have any other questions? Please email us at jfc@1-2-win.net