116 What are the Different Coaching Approaches\_

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**SPEAKERS**

Jo Wheatley, Zoe Hawkins

**Jo Wheatley** 00:03

The Coaching Crowd podcast is for compassionate courageous leaders, HR professionals and high achievers,

**Zoe Hawkins** 00:10

people who are passionate about helping others to find alignment in their lives through coaching, and do a thinking of training and developing as a coach.

**Jo Wheatley** 00:21

Hello, and welcome to the Coaching Crowd podcast with me, Jo Wheatley, and my friend and co host, ZoeHawkins.

**Zoe Hawkins** 00:26

Hi, everybody. Great to be back with another episode. And this week, we're talking about the different coaching approaches. What are they and we'll tell you a little bit about them. And the reason we're doing this is because we cover a range of coaching approaches on our course on our training courses. And obviously, many other providers cover different coaching approaches on theirs. And it's often confusing to know, well, what's different about one course to another. So we thought by spending some time talking about the different approaches to coaching will help you to make a confident decision to come and train with us as a coach, or certainly just to be aware of the different coaching approaches that are available to you.

**Jo Wheatley** 01:05

I think an important place to start is by sharing our view, which is that we don't fully subscribe to any singular coaching approach. Our approach to learning is to learn as much as we can about different coaching approaches, and to just discern for ourselves what resonates with us from the experience of being a coachee. And also in you know, experimenting, when we learn about these different approaches, what is it that we see that is particularly effective or can be particularly effective with our coaching clients. And for us, it's about building our toolkit out so that we are able to tailor our coaching to the client in front of us and the their situation, who they are and how they want to be in the world. And I think that knowing that there are a range of different coaching approaches, is really exciting. It shows that coaching is multi dimensional, and coaching. Whilst it's new, relatively new as a profession, it has its roots in, you know, 1000s and 1000s of years ago, so he's got very deep roots. And where coaching is now is is about being evidence based working from research focusing on positive psychology. And there's also the opportunity to be disruptive with coaching, it's not all about the history and and where it's come from. It's about taking what you learn from these approaches. And also thinking about, you know, possibly doing your own evidence. And you know, and developing your own approach to coaching to,

**Zoe Hawkins** 02:49

I think there's permission to play in coaching isn't there like with all the different coaching approaches, they do provide structures, and they provide a way to access information that you can impart and share with your clients through different activities. But ultimately, when when our learners come to us, what we want for them by the end of the programme is to have the confidence to be able to play and be creative with the different approaches that they take in coaching, drawing on what has been useful for them and for their clients from a range of different coaching approaches. I think when you stick with one particular approach, you can get real depth in a particular approach. And that can be great if you want to niche down in a specific area. But having breath gives you choice around the type of coach that you want to be and the type of experience that you want to be able to give your clients. So we should probably start by defining what what is a coaching approach because for some people, they may be like what you're talking about, like I don't even know what that is. And a coaching approach, I suppose we could define as a particular field of coaching. So you may have heard of transaction analysis, you may have heard of neuro linguistic programming, Gestalt, emotional intelligence, cognitive behavioural coaching, positive psychology, neuroscience, these are all fields of coaching, that I don't believe are singular in their approach, like the more you learn about coaching and the different approaches, the more similarities that you begin to see, between the approach there's like overlap between some of these approaches, there's a familiarity, the more that you learn, and our learners, when they come on our programmes often get into a point where they're like, oh my gosh, there's just so much to learn. But by the end of the programme, they're able to see how these different approaches actually sit together and they aren't as sort of singular standalone blocks that you need to learn. They are a philosophy, if you like a way of being in coaching.

**Jo Wheatley** 04:47

Yeah, and in fact, when we cover emotional intelligence, on our training, that's often an area people like I want to do more on that and that's that's the roots really for us in four Among our emotions coaching practitioner training, because when you do your initial coaching, training or coaching qualification, there's so much to learn, as you were saying, Sorry, you know, you're learning about all the different aspects of coaching. And so you can't go into the full level of depth in all of these different coaching methodologies. But what it does is it gives the learners just that insight. And we obviously we, in our training, we give practical coaching tools from these different coaching methodologies. So we give an introduction to them as some practical tools, but also sometimes that's different methodologies spark different levels of interests. So we have some learners that are I want to go on and do my NLP training now. Because I can see how that will complement my coaching training. And for other people, they feel more drawn to, as you were saying, like cognitive behavioural coaching or transactional analysis, and they'll go and do some specialist training to get a deeper, deeper understanding of of those things. And for other people, that's enough, they've got enough of those things from our training, and they'll want to go on and do team coaching as a follow on training or group coaching. So, you know, again, that's the exciting thing about coaching is you can really have your own journey within CPD. But should we delve a little deeper into some of these individual coaching approaches? Yeah,

**Zoe Hawkins** 06:24

so I mean, one of the first ones that comes to mind for me is neuro linguistic programming. So we cover this with a module on this in our programme. And the reason why this one comes to mind is because Neuro Linguistic Programming is essentially based on modelling. So as you were saying, Joe, that coaching is based in, you know, in history, you know, thing and approach, it's been around for, you know, 1000s of years. And basically, how do you help people to achieve what they want to achieve? And in in NLP, NLP is a study of success, essentially. So one person can do something, how do I break down the different strategies, thoughts, beliefs that enable that person to do that thing, and create a model of excellence? So Neuro Linguistic Programming is based in understanding how does a client think? How do they perceive the world and in doing so helping your client to understand their own thoughts, beliefs, strategies, such that they can be more purposeful and conscious around how they use them to achieve what they want to achieve? Now NLP goes further. So if you go and do your NLP practitioner or NLP Master Practitioner, you can get tools to help people to like rewire their subconscious, which helps them to create rapid change. And there are elements of that in coaching depending on what what sort of coach you are and what you want to bring in. But in our coaching, we look at how do we help our clients, our coaches to understand themselves the way that they think the different processes that are that are happening for them at any one particular time, such that they can use that to go and achieve their outcomes? So that's ultimately a sort of summary of NLP, there

**Jo Wheatley** 08:11

are NLP approaches kind of weaved through all of the content of our course, which is what people kind of discover or can start to see once you've done the NLP module. I think the NLP module helps to give coaches like an anchor set of beliefs about how they approach coaching conversations, it gives them very practical tools and ways of helping clients to understand what we call or what in NLP is called their model of the world. So how, how do they experience the world? What are the ways in which the client filters their experience of the world and that can be really really revealing for a client and I think when people do training in NLP, it's like you can't even have coaching it's like you can't then go back to seeing the world in the way you thought before you know without that knowledge that you have around how the brain works. So you know that there's a lot of science in NLP which, which makes it really fascinating. And as you were saying, so there are different levels, you can go on and train to be an NLP practitioner or NLP Master Practitioner or even an NLP trainer. We decided we wanted to do practitioner and Master Practitioner, and we didn't want to specialise in being trainers in NLP as a specialism in its own right but in our own coaching styles, they certainly are informed by some of the things that we covered in our NLP training. The activities we use in NLP on the course I often get strong reactions, doing some mindset work, which is quite, which is quite assertive. But there's a lot for the our learners take away from the module on NLP.

**Zoe Hawkins** 09:54

It's a reframing module. That one isn't it like everything when you come to coaching you haven't done any, any NLP, there are parts of the fundamentals of neuro linguistic programming that reframe the way that you may experience the world. So for example, and you may have heard this in other areas, there is no failure, only feedback. Now, this is a firm principle of neuro linguistic programming and, and it's about how do you see the world through that lens? What happens when you look at your situation or your challenge? through the lens of there is no failure, only feedback, like what does that do for it's like a many of these principles give, flip your flip your view of the world, and you're like, Oh, that's interesting. And there's lots of those principles of of NLP. And as you said, Joe, also the mindset. So piece around mindset coaching, which is a term you may have heard of, can have roots in neuro linguistic programming. So it's an extensive field that as Jason is threaded through our programme, and also, we go into a deep dive on that in the programme, it's often a really popular and fascinating part of the programme for people and the reframes around every behaviour has a positive intent like that, you know, I think is still something that helps me in my personal life, as well as my professional life as a coach and can be really helpful for clients to consider, particularly if the clients come in because they've got a tension in a relationship, or perhaps they're particularly hard on themselves and in, you know, in the things that they're doing, or the way that they're approaching it and, and even ideas like,

**Jo Wheatley** 11:32

you know, reflecting on what are we distorting, what are we deleting? What are we generalising when we are sharing our experiences with others. And as a coach, when we start to inquire into that with our clients, all of a sudden, this picture or story they've been telling starts to change. And when that starts to change, different options emerge for them, or they see themselves differently, you know, in their story. So, yeah, lots and lots of great stuff that, that, you know, it's both simple and complex. I think all of the things that that are covered in, in these different approaches to coaching. Transactional Analysis is another field that we introduce people on our training to, we introduce them to it because there are lots of lots of powerful models, philosophies within transactional analysis, which is a theory of communication and also goes back into child development. And so, you know, when you think about the phrases that we're using our everyday life in, we'll hear clients say, or I'm a perfectionist, well, within transactional analysis, there is a model around drivers, almost like compulsions or in a narratives that we have related to the idea of okayness. So you know, again, it can be very simple things to share, but very powerful. So the idea of drivers is related to, if you notice, for example, like a perfectionist narrative coming up into your, into your brain, when we start to look at it through like, the idea that an unconscious narrative is I am only okay, if I am perfect in this situation, or if things are perfect, but then also realise that actually, we take a step back. In reality, I'm okay, regardless of that. And so if I'm able to step into that energy, then what do I choose to do? And how do I experience the situation, but we share with you a number of what's called drivers, we cover things, a concept called ego states. This is many of you might be familiar with this idea of a parent adult child, sometimes referred to as a traffic light system that can be really powerful to explore with clients. And we give we give our learners obviously resources around that and opportunities to practice tools, and to get feedback. So we have about four different coaching activities that we share, as well as the context and the theory around transactional analysis.

**Zoe Hawkins** 14:18

And I think at this point in the programme, you start to see the similarities. So NLP, as I described before, is like a 360 flip of the world on its head and, and Ta transaction analysis does the same thing. So look at the world through this lens, you know, what are you able to see an experience when you access a different viewpoint? So another kind of powerful philosophy, or approach if you like, another one that we look at, which we mentioned earlier, is emotional intelligence. And this is really an approach to help clients to tap into the intelligence that exists within their emotions. Obviously, the code is in the title, but it's not something that we are clients very easily do. We tend to experience emotions as a sensation, not as information or data. So on the programme when we introduce you to a number of different concepts through the lens of emotional intelligence, it's about helping clients to both identify their emotions, which can be hard for some people, and try to understand how are they useful to me? Like, where's the value in this emotional experience? What learning can I gain from this emotional experience that's going to help me to move forward for some clients that the emotions that they are having, and wanting to learn from them, so those emotions can pass through. For other clients, it may be that there's a big gap in terms of the not able to experience emotions, and they want to be able to tap into more joy, more gratitude and more sense of achievement. And so there can be work to do there. So again, a number of activities that really help both both learning coaches, and obviously clients when you're working with them, to really appreciate the value and intelligence that comes from emotions. And, of course, that is a vast field that we've obviously gone on to share our passion about in the emotions coaching practitioner training.

**Jo Wheatley** 16:13

Yeah, and our knowledge and our experience in these areas. And really all coaching is about relationships, it's about our relationship with self, it's about our relationship with others, it's about our relationship, to emotions, our relationship to the wider world. So all of these approaches are really designed to help us to consider our relationship to these things and support our clients to reflect on their relationship with other things, but also to be able to make progress, to be able to create change, to create options and energy for change, and a resourcefulness, a state of resourcefulness to engage in change. Another

**Zoe Hawkins** 16:58

approach that we build into the programme is this piece around being person centred. So we talk about the whole person on our programme. So we often get asked, what type of coaching training is it we were asked that loads when we recently went onto a retreat by people, and we had to sit and explain that, you know, we don't believe there are types of coaching training, you know, so you could go and train as a career coach, you could go and train as a health coach. But ultimately, there is a bucket if you like that you need to achieve first in terms of coaching, and that for us is this person centred approach where you're able to experience a person as a whole person, so you believe that somebody is whole and resourceful, and you are there to help to facilitate that person's goals and objectives. And once you have this kind of whole person centred approach, you can add your specificities onto it. So you may go and do some CPD around a particular area. But I think this, this initial kind of coaching, training really helps to embed the skills and competencies that are required. And person centred for me, is about the appreciation of the full experience that that person is having at any one particular time. And enabling them to understand that experience without judgement, without the need to sort of break that down or redirect, you're just really helping the person to understand who they are in that moment, and what they want to achieve from it. By appreciating that everything about themselves in that world interrelates

**Jo Wheatley** 18:39

I think the purpose of this kind of foundational coaching training is to stimulate a passion and an interest in the field. So it's learning so much, and enough to equip you to go out there and coach in a high quality and an ethical way, which is obviously essential. But also to stimulate that passion and that curiosity to learn more to find different avenues. There are lots of other approaches to coaching that we haven't mentioned on this podcast. And there isn't even probably time for me or to you or anybody to go out and explore all of them. So there are decisions that you have to make as a cage, you know, after your initial training around the direction that you want to go in. And there's lots of ways to do that read in podcasts, videos, you know, conferences, webinars, you know, attending all sorts of different things. And also more than anything, it's engaging with other people with curiosity. You know, we can learn lots from each other doesn't need to be purely around these different these different areas. And, you know, as I said at the beginning, there is the opportunity for coaching to be disrupted is being disrupted at the moment in lots of different ways. And that's exciting too. You know, so thinking about how do you stay at the cutting edge and when you are learning about this From coaching philosophies, how do you think bring a curiosity to that? And I think part of coaching training is learning to question learning to question the philosophies, not just offering questions to our clients. So in our approach to coaching, as we said, right at the beginning, we don't fully subscribe to any of them. And so we we encourage that curiosity and that confidence, actually, to question and be curious and to gain new insights and to test things out. That's part of how you as an individual develop your own signature coaching style.

**Zoe Hawkins** 20:38

I think the final piece I would say on this, when you're looking at coaching, training, and you're exploring the different philosophies, and what might you like to learn about, for me, it doesn't really matter at the front end which coaching philosophies you lean into, because all of the different philosophies ultimately teach you about yourself first, and your clients second. So in order to show up for clients, and to work with these different tools and concepts, you first need to be able to apply them to yourself. So the journey of becoming a coach is really a journey of self awareness. And any of the different coaching philosophies, be it be it neuroscience, positive psychology, transaction analysis, NLP, or any of the ones that we've mentioned and not mentioned on this podcast will take you on that journey of self discovery because ultimately, when it comes to coaching, you are the tool that your clients get to experience, the different activities that you have the worksheets, the approaches that you draw from. That's all decoration that comes after you have mastered the skills, the competencies and the silencing of your own ego to be able to show up for your client.

**Jo Wheatley** 21:49

So if you're interested in training to be a coach and you like the sound of doing a you know, in depth coaching qualification that's accredited with coaching bodies that covers a range of coaching approaches, Take our quiz at my coaching course.com or you can visit our website where you can book on the courses and that is www.ig company.co.uk.

**Zoe Hawkins** 22:23

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