LEADING TRANSFORMATION #49:  
TRANSFORMATIONAL COACHING-DEFINITION

COACHING develops the individual leadership capacity for Leading Transformation. In the Transforming Leadership Process the focus is on both current leadership capacity development, and the building of Next Generation of Leaders to ensure continuation of the Transformation Process beyond current leaders. Coaching is essentially forward looking.

DESCRIPTION  
The term “Coach” was used for carriage with horse in 1500s in a Hungarian town called Kósc. The name of the town (Kósc) is the source of the word, "Coach." A Coach simply transported people from Point A to Point B. In the 1850s, “Coach” was used in UK universities to refer to a person who aided students in exam preparation. Around 1937 the term “Coach” emerged in the business world referring to older employees coaching new employees to reduce waste and increase performance. In the 1950s the concept of “Manager as Coach” began to be used. In the 1950s the term “Life Coaching” was also used for the area of helping people with the psychological and social skills they need to cope with developmental challenges in life.

The term “Coach” is also used in most sports.

Coaching is about helping people become more effective leaders. Both formal and informal coaching are essential means by which leaders develop new perspectives and behaviors. Coaches join protégés in the journey to become leaders of change.

An effective coach has sufficiently developed relational and professional skills in coaching processes, as well as adequate knowledge and experiences in a relevant subject matter. Coaching is a highly intentional mission and defines expectations in the relationship.

We can improve our understanding of coaching by clarifying the difference between Coaching and Mentoring. A MENTOR is one that has greater expertise and experience than the Mentee. Mentorship relationships are entirely voluntary. Mentor and mentee both have to agree on the development objectives and relationship. A coach however does not have to be the expert on the subject. The coach needs to be an expert in the coaching process; asking the right questions; and facilitating the coachee to find the right answers and develop the right strategies for executing them well toward the desired change.

DEFINITION  
COACHING is a developmental relationship where a coach and a coachee agree on a purpose and process for personal and professional development that leads to improved lifestyle and increased professional effectiveness on the part of the coachee.

TRANSFORMATIONAL COACHING uniquely aims at the shifting of paradigms, perspectives, and values, to increase overall lifestyle and leadership effectiveness on the part of the coachee, resulting in progress toward a desired change.

REFLECTION:  
1. How would you differentiate Coaching from Counselling, Training, Mentoring?

2. What is unique about Transformational Coaching?