

Ten Commandments of Coaching

Given by God to Karl Albrecht, 2012

1. Do no harm – coach from a place of mindfulness, humility, and compassion.
2. Remember that coaching is not therapy – don't bite off more than you can chew.
3. Manage expectations – get agreement early about the coaching process and the relationship.
4. Start with the client's reality and validate his or her personhood.
5. Keep the focus on the client – respect his or her autonomy, resources, and right to choose.
6. Let the client “fly the plane” – the client is the pilot, and the coach serves as the copilot.
7. Ask powerful questions to create powerful insights.
8. Activate the client's resources first – only then, judiciously offer your own.
9. Remember that options are usually better than advice.
10. Balance the use of discovery with a focus on results.



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