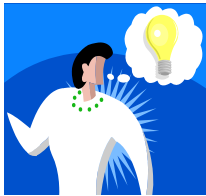


Insight Four:

Accepting that coaching is a journey, not an event.

Coaching takes time because it is radically different from other ways of learning

Alan is an action-oriented individual with a no-nonsense reputation. His approach to coaching was very transactional: what skill or knowledge can you, as coach, impart in this session? Only later in the coaching programme did he recognize that he was learning to think about things differently and to have a more strategic approach to his role. He learned to reflect. And, he learned that the ideas had to come from within him!



Ruth was a successful operational manager looking for a new career that would fulfil her and give her renewed energy. Coaching seemed to be the answer. At first, she was disappointed that she did not have a 'light bulb moment'. By the end of the coaching, she had worked through a whole set of issues – personal and professional. In doing so, she reframed the concept of herself and her potential and was ready to move on in a completely new direction.