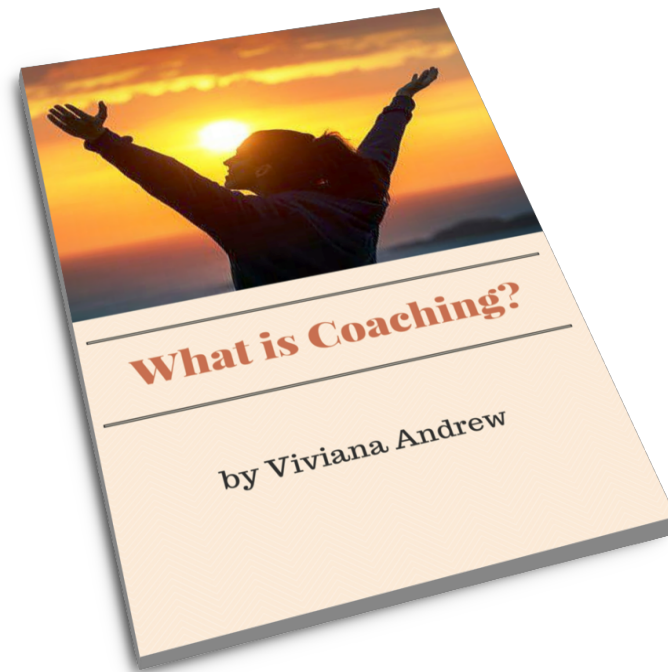


## What Is Coaching?



"Coaching is more than just a casual conversation. Coaching is to focus on the client's agenda; helping the client achieve their goals and whatever they want or desire."

**Viviana Andrew**

## What Is Coaching?

After being a stay-at-home mom for four years, I decided that I wanted to resume a career. It was not easy. I stumbled on many obstacles. After each fall, I picked myself back up and analyzed where it went wrong. I did not want to give up. I kept looking for an answer to what would help me achieve my goals. Then one day, I found my answer - COACHING. I took coaching training for 146 hours. To date, I have coached a number of clients for over 100 hours. Coaching helps in my development from a scared and lacking in confidence person to a brave and self-assured individual. It raises my awareness about my life. It opens up many possibilities and makes me more creative too. Having been coached by other coaches, I now have the courage to do new things that I have never thought I would be able to do like coaching people from different countries, coming up with informative products, making live videos, doing webinar, co-authoring books sold in Amazon.com as well as presenting my speech projects online to an International group of talented and creative Toastmasters. You can make a difference with your life too. Don't let hours, days, months and years pass by without doing something meaningful in your life.

I have seen people who need help when they are facing challenges in their life and in their career or business. They are overwhelmed and fearful but they keep their problems to themselves, never sharing it nor seeking help when they should be. They may ask their friends and family for advice which may not always solve their problems. Like drops of water endlessly eroding a rock, their small problem grows to become a bigger one over time. They needed support and guidance on the actions to take to solve their problems and bring them to the path of success.

## **Viviana Andrew | What is Coaching?**

Coaching was my call and I am glad to be able to help my clients gain clarity and map their actions as well as follow up with their progress. Through coaching, I can help you in your personal and professional life so you too can come unstuck from all your problems. You have potentials and dreams. What is holding you back?

Many people do not know the difference between coaching and counseling, consulting or mentoring. A coach is a profession; a person takes coaching training before they can become a coach. Their training must be accredited by ICF (International Coach Federation).

### **What is Coaching?**

International Coach Federation defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. We believe that everyone is whole, resourceful and creative.

There are different types of coaching that cater to different needs like coaching for relationship, coaching for transformation, coaching for performance, career coaching, executive coaching, life coaching and business coaching.

### **Who Needs Coaching?**

Basically everyone needs coaching to make measurable progress month after month so that they can have a positive life. Ask yourself what challenges you want to overcome in your life. What goals do you want to achieve? Coaching is for you if you want to achieve your life goals and be ready to move forward in your life. You must take the initiative to seek coaching and be willing to be coached.

## The Benefits of Coaching

John Powell, the renowned author of Fully Human, Fully Alive estimates that an average person only uses 10% of his potential. Most people don't see the untapped opportunity which surrounds them daily; there is a massive potential waiting to be unleashed. The benefits of coaching can add value to you, helping you find happiness and fulfillment in life such as:

- Achieving goals
- Overcoming problems
- Established new beliefs and habits
- Learning and growing
- Experiencing fulfillment in work and lives by contributing to others.

## How Is Coaching Conversation Different From Casual Conversation?

Coaching conversation is focused on the client's agenda, to listen to the client deeply, to find out more information from them and to support them. The client must be willing and open in coaching conversation. Coaching conversation is confidential. The coach also holds the client accountable for their own actions and follows up with their progress so the client can make measurable progress.

**ICF (International Coach Federation) certified coaches follow the code of ethics and the core competencies in International Coach Federation**

*Take a look at a normal casual conversation: -*

Person A: I had a hard time at my workplace.

Friends may make comments like: be patient, don't get stressed, relax, take it easy. Your friends may not ask more to know your real problem and they just comfort you with sympathetic words. Or you may be hesitant to share your problem. You are afraid they might share your problem with other people.

In a coaching conversation:-

Client: I had a hard time at my workplace.

Coach: Would you be open to share with me what is the “hard time” that you are going through? Could you be specific and elaborate more? Did you encounter a difficult person, a difficult situation or it is just you are having hard time? In a coaching conversation, the client is willing to be open and to trust the coach. The coach doesn't judge the client.

### **What Is The Role of a Coach?**

The role of a coach is to focus and support the client by listening, observing and asking powerful questions in a safe and trusted environment. The coach doesn't pass judgments and is there to support the client's plans and actions. The coach will provide the space for you to explore, to discuss ideas, to evaluate your current situation, to express your feeling without fear of judgment and to explore possibilities. Working together with the client, the coach helps to develop strategies to achieve his or her goals.

The coach will not discourage the client by saying “you are wrong” or give advice like “you should this and that”.

### **What Is The Role of a Client?**

The client needs to participate actively in the coaching process, because the coaching is meant to benefit them. The coach will follow your pace and you must have willingness to do the work. Coaching encourages you to make changes in your behaviours and perceptions. The coaching process is about taking action. For example, you want to get more traffic via your blog. You come up with an actionable plan which is doable for you like writing 300 words three times a week and sharing the articles you have written in the social media. You must follow through with the plan and really apply it. You

are taking responsibility and you are accountable to your coach. Your coach will follow up with your progress. The next time you meet your coach, you will be asked the following questions: -

- What progress have you made in the past two weeks?
- How can you improve your writing? Are there any alternative ways to make your article even more attractive and interesting?
- What is your feeling after getting the job done?

If the client does the work and share it with the coach, the client will get the benefits from coaching and will see the improvements in their work and life. The client will feel more confident with her writing and see more traffic flow to her website or blog.

### **What Can You Expect in The Coaching Process?**

When you engage a new coach, the coach will establish a coaching agreement with you. You and the coach will both sign the written agreement.

During the coaching process, the coach will be fully present to focus on you. You may feel like an OPW i.e. the only person in the world but that's okay, don't be alarmed. The coach is there to listen to you and ask insightful questions. In the coaching process, you will learn:-

- Awareness. What's going on in your current situation? Can you make a change? Can you shift your perspective and thoughts?
- Plan Your Actions. Every time you take action, it will lead you to a self-discovery if you are willing to learn and dive in.
- Planning and Goal Setting. Make a plan, evaluate the results and adjust and fine tune your place until you achieve your goals.
- Manage Progress and Accountability. Evaluate your progress and make yourself accountable.

As a client, you are encouraged to share your issues and to explore what is possible for you without any fear of judgment. The coach will work with you on your issue, help you gain clarity and move forward to your goal or desired results. It is okay to make mistakes because you can learn from them and make you become better than you are before.

### **What Makes Coaching Different from Other Support Services?**

Coaching is for you if you need support in achieving external goals in a safe and trusted environment. All conversations are confidential and coaches will not share them with anyone. Certified International Coach Federation (ICF) Coaches are trained to follow the core competencies and the code of ethics of ICF for coaching.

Counseling is for people who seek emotional and psychological assistance from a professional who is trained in mental health.

Consulting is for you if you seek some advice from an expert of a certain field. Consulting teaches you how to do something.

Mentoring is what someone with experience do when he or she guides you to follow his or her own successful paths or ways to do things.

### **How Can Solo Entrepreneurs and Small Business Owners Benefit from Coaching?**

- You are in a transition. You seek self-employment or you want to build a business or career online, but you don't know how to start or what kind of business / career you should be doing. I can help you get clarity, to make decision which business or career you like to do, help

## Viviana Andrew | What is Coaching?

you find your niche and support you along the way. I have seen many people do business that does not fit them and therefore they felt like they are stuck.

- You are facing challenges in your business and you need professional help, and you need to talk to someone who can listen to you, guide and support you.

I also provide consulting and do-it-for-you services:

- You already have a business and you want to expand it online. I can help you and along the way guide you with your business development plan as well as the mechanics of building your business online.
- I can help you with online marketing strategy and your branding.
- I can help you automate your business with online marketing system.
- I can help you create information products.

Please note that I'm not offering a get rich quick scheme or business opportunity. What we will work on is a way to build your business further and wider and there is no short cut to it. If you align your personality, talents, expertise and passion with your business, tap into and take the advantage of the internet and technology and be willing to work, you will attract an endless stream of clients and customers.

I also offer coaching for individuals on the topics below: -

- Work Life Balance. This is for those who are overwhelmed and stuck and need help with work life balance.

## Are You Ready to Take Action?

The ultimate benefit of coaching is GROWTH. When you grow emotionally, you will become a creative being. Your life will be more balanced and you will attract success naturally. Our cells are growing. Old cells are replaced by



## **Viviana Andrew | What is Coaching?**

new ones. If we suppress the growth in ourselves, we are dying inside.

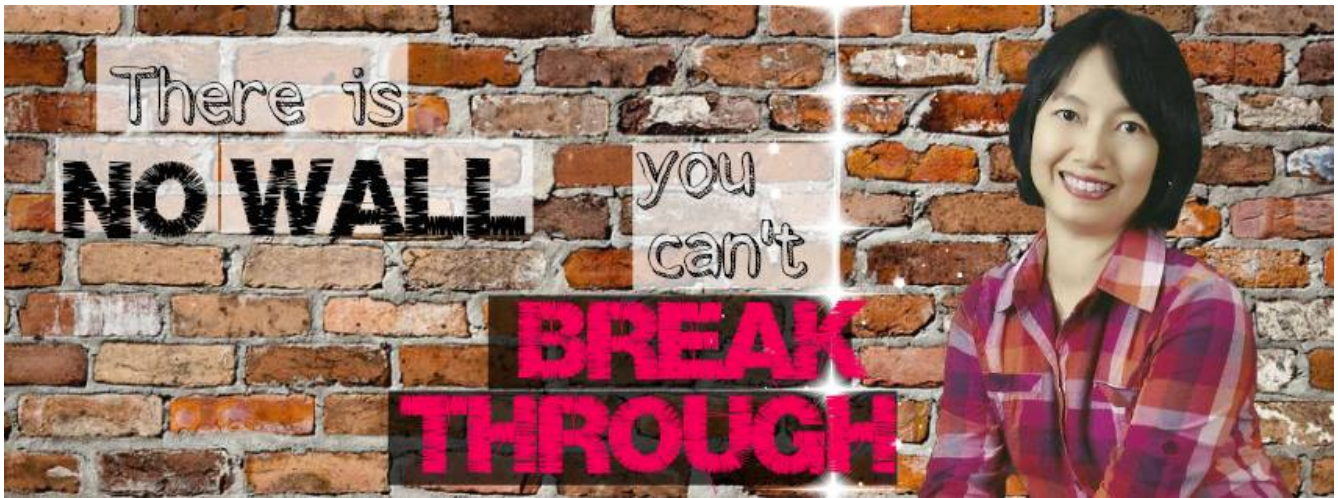
I hope that you have a clear idea of what coaching is and what you can expect from coaching by reading this ebook. I'm not representing ICF or any organizations.

If you are a solo entrepreneur or small business owner, please fill in the questionnaire form, <http://goo.gl/forms/FiMHJbCiOE> and email me at [vivianawid@viviana-journey.com](mailto:vivianawid@viviana-journey.com) to request a discovery session (subject of the email) 30 minutes free. I would love to connect with you and help you with your business. The discovery session is to help you look into your current situation and possible solutions.

Please note that this ebook is for educational purpose to get to know about "What is Coaching?"

### **About Viviana:**

Viviana is a Coach Consultant. She received professional coaching training, and she is previously coach and consultant at The School of Online Business. Viviana helps solo business owners build their business online. Visit her website and blog at <https://vivianaandrew.com>



Visit her social media sites:

Like : [Viviana, Life and Business Coach](#)

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Subscribe her YouTube Channel: [Viviana Andrew](#)

A mCoach Federation and a member of ICF Malaysia Chapter,

<https://icfmalaysia.org/coach/viviana-widjaja/>



Viviana Widjaja  
  
Associate Certified Coach  
International Coach Federation

Viviana also collaborated with coaches to co-author the books at Amazon.com (click the link below to view the books)

[Living without Limitations - 30 Mentors to Rock Your World](#)

[Living without Limitations - 30 Stories to Heal Your World](#)

[Best Coaching Tool](#)



I work with heart-centered Solopreneurs and professionals particularly women. They are spiritual healers, coaches, therapists and small business owners. Here is how I helped them in coaching and consulting:

**Susanna Terry** - [www.lighttouch.co.uk](http://www.lighttouch.co.uk)

An excellent session with Viviana. I was helped to clarify my wording for my branding as well as to solve a lot of my practical challenges. I booked another session with Viviana 2 days later to

follow up with the work we've done before. Many thanks Viviana.

### **Natalie Rose, Canada**

Viviana was thorough, gave more than I expected by producing a file for me to have so I can review the information she provided, at my convenience, and she followed up with me more than once to share more information and support. I loved what she shared, and would very happily recommend her services to others. The information I learned from her is crucial for me to move forward with less conflict in my business plan.

### **Christina Melchior, Philippines**

Viviana has a down to earth, direct and solution-oriented coaching style. She is warm and attentive and I felt she provided a safe place for me where I could explore my concerns and dilemmas. Viviana was very good in wrapping up the process and mirroring my reflections and concerns. It helped me to get clearer on my goal and to find solutions. By summarizing her understanding of my concerns, she came up with valuable insight and points that I had not even thought of. After the coaching with Viviana I got much clearer on the career path I want to create for myself.

### **Yeo Chuen Chuen, Singapore**

**Viviana is attentive and respects the need to give the client space to explore and think. She is also affirmative and supportive. She has supported me very well for this round as she gives observations of myself that I would otherwise not be able to see. She has also given me ample space such that I can arrive at my own solution or gain some insights to my issue. Professionally, I have learned to be more comfortable with silence. The space, when used carefully, is powerful as without interruption, I could think deeper into the issue. The silence was useful for me to complete my unspoken thoughts. I was being coached at a time where I was facing a lot of dilemma at work, and even suffered a setback. Through her support, I was able to bounce back quickly, and refocus on my priorities in life. Viviana's attentive and non-judgmental style is truly a powerful coaching style.**