

Types of coaching

The principles of coaching can be applied in a variety of ways, especially taking advantage of modern communication systems.

Coaching can take place face to face, both one to one and in small groups, or it can be **delivered at a distance** by telephone, Skype, email or instant messaging, with access to our wide range of downloadable Internet resources.



Different types of coaching

Coaching can be used for various purposes.

- **Performance coaching.** Coaching activities here are aimed at enhancing an individual's performance in their current role at work, to increase their effectiveness and productivity at work. Generally, performance coaching derives its theoretical underpinnings and models from business and sports psychology as well as general psychological theory.
- **Skills coaching.** This form of coaching focuses on the core skills an employee needs to perform in their role. Skills coaching provides a flexible, adaptive, 'just-in-time' approach to skills development. Coaching programmes are tailored specifically to the individual and are generally focused on achieving a number of skill development objectives that are linked to the needs of the organisation.
- **Career Coaching.** Coaching activities focus on the individual's career concerns, with the coach eliciting and using feedback on the individual's capabilities as part of a discussion of career options. The process should lead to increased clarity, personal change and forward action.
- **Personal or life coaching.** This form of coaching provides support to individuals wishing to make some form of significant changes happen within their lives. Coaches help individuals to explore what they want in life and how they might achieve their aspirations and fulfil their needs. Personal/life coaching generally takes the individual's agenda as its start point.
- **Business coaching.** Business coaching is always conducted within the constraints placed on the individual or group by the organisational context.
- **Executive coaching:** One to one performance coaching is increasingly being recognised as the way for organisations and individuals to improve performance. By improving the performance of the most influential people within the organisation, the theory goes that business results should improve. Executive coaching is often delivered by coaches operating from outside the organisation whose services are requested for an agreed duration or number of coaching sessions.
- **Team facilitation:** Coaching in its role as facilitator is particularly valuable during the budget and strategy planning season. And coaching a team before a presentation can dramatically improve performance – as well as self confidence.
- **Work shadowing:** As well as being a means of identifying an individual's behaviour and performance, work shadowing is an excellent method of getting immediate feedback on behaviour, with a discussion of alternative ways of handling future such situations.

Or we can prepare a custom programme for your organisation.

Return to the [introduction to coaching page](#).

"Discover the art of natural coaching"

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What to do next

Thank you for your interest in Brefi Group's training programmes. To contact a representative about how Brefi Group can help with coaching or coach training, use our [contact page](#).

Alternatively, if you would prefer to talk to one of our consultants, then call **+44 (0) 121 288 3417**.

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Coaching

Brefi Group designs, develops and licenses coach training programmes for managers who wish to improve their leadership style and for individuals who wish to qualify as professional coaches.

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