

Working with Clients

Definition of Client

At the Coaches Training Institute, we use the word “client” to refer to the person receiving coaching. What we mean by client is:

1. A person who engages the professional advice or services of another (a lawyer’s clients), Merriam-Webster Dictionary, online version.
2. A customer or someone who receives services, Cambridge International Dictionary, online version.

The Client Relationship

Your relationship with your client is the most important element of coaching. The CTI model for the coach/client relationship is one of “designed alliance.” You and your client, working together, design the relationship that will best support and empower your client.

Some Client Guidelines

Be professional and clear with your client at all times. Be a coach, and coach them through whatever breakdowns occur in the coaching — it is possible to learn and grow from everything that comes into the coaching. If they are consistently late, miss sessions, don’t pay on time, or don’t do their homework, look with them to see what is in the way.

Be willing to draw the line and be very direct with them when what they are doing doesn’t work, for themselves or for you. Chances are whatever behavior you are seeing in the coaching relationship shows up in other aspects of their life.

If you interact with your clients in a straightforward manner at these times, your clients will trust you and the relationship will be empowered.