

A Firm Foundation. Trust. Risk. Fall On.

In order for coaching to be effective, especially long term, there must be a strong, committed, mutually created and mutually held relationship. This firm foundation is created by both client and coach when both are taking 100% responsibility for their role and the strength of the relationship. The relationship is also a dynamic thing; and as such, it cannot be taken for granted. When the alliance between coach and client is set on a firm foundation of trust, *clients* have the safety and assurance they need to really work deeply on their lives.

When there is trust and safety, clients can take risks. The change they want depends on taking risks. Nothing is more important to the success of the coaching than the ability of clients to take the meaningful risks they need to take. Your clients need to know that you are supporting them — you will be there, that you will have both feet on the ground even if they are free falling in their lives. Metaphorically, they want to hear the words from you, “fall on,” with the assurance you will be there when they do.