



INVINCIBLE
PEOPLE & PERFORMANCE



What is Coaching?

Coaching is a structured, goal-oriented conversation designed to support an individual's growth. It is a collaborative process focused on **enhancing the potential** of the individual being coached, known as the coaching counterpart.

Coaches help individuals achieve a variety of outcomes, such as improved performance, greater well-being, higher engagement, stronger decision-making skills, and a more significant impact in their professional or personal life. Coaching is conducted one-on-one, to develop an individual's capabilities in alignment with their goals.

There are many types of coaching with my specialties being:

Organisational Coaching connects personal aspirations with business priorities, ultimately contributing to overall organisational effectiveness.

Leadership Coaching is a personalised process designed to enhance a leader's abilities, performance, and impact. It focuses on developing the skills, strategies, and mindset required to lead effectively.

Development Coaching is a broader approach that targets personal and professional growth. It is not limited to leadership but can encompass various areas of an individual's life and career.

Through coaching conversations, individuals are guided to unlock their potential using an approach rooted in adult learning principles. This process is built on a strengths-based, systemic framework that includes:

- Establishing trust and rapport
- Defining clear goals
- Exploring different perspectives and possibilities
- Encouraging new ways of thinking
- Committing to actionable steps
- Providing ongoing support for learning and implementation
- Reflecting on progress in relation to personal and organizational objectives

Coaching empowers individuals to gain fresh insights, tap into their strengths, and explore new ways of thinking and acting. By challenging existing mindsets, fostering new perspectives, and reinforcing positive behavioural changes, coaching enhances both personal effectiveness and overall well-being.

Why Use the Term "Counterpart"?

Traditional titles in professional relationships, such as Manager and Direct Report or Mentor and Mentee, often suggest a hierarchy. Even the term "Coachee" can imply an unequal dynamic. To promote a sense of partnership and mutual respect, the Institute of Executive Coaching and Leadership (where Kirrily Vincer is accredited) prefer the term "Coaching Counterpart" (CC). This term reflects the idea that coaching is a collaborative process, where both the coach and the individual being coached are equals, working together toward meaningful growth and development.