

# Ten definitions of coaching

**Andrew Gibbons**

1. "Coaching means unlocking a person's potential to maximise their own performance. It is helping to learn rather than teaching them."

Sir John Whitmore

2. "Coaching is directly concerned with the immediate improvement of performance and development of skills by a form of tutoring or instruction."

Eric Parsloe

3. "Coaching is about developing a person's skills and knowledge so that their job performance improves, hopefully leading to the achievement of organisational objectives. It targets high performance and improvement at work, although it may also have an impact on individual's private life. It usually lasts for a short period and focuses on specific skills and goals."

CIPD

4. "Coaching is an open-ended process in which an individual obtains expert input so as to achieve better long term performance and results than may have been possible by operating alone."

Dr Jon Warner

5. "A supportive and purposeful conversation in the workplace, its purpose to support someone to explore their thoughts, actions and responses to situations, with a view to changing those that don't work, and strengthening those which do."

University of Salford

6. "Coaching reveals, adds clarity, breaks through barriers and accesses both personal power and wisdom. Through coaching, clients develop breakthrough thinking, transforming new insights into goal-directed plans for action. From a place of clarity, perspective and purpose, they are moved to fulfil on the vision they have for the future with a new found sense of confidence".

Master Coaches

7. "Coaching is a way of having conversations with someone else that are safe, supportive and challenging. It can be a thought-provoking and creative process, and will help you to maximise your personal and professional potential".

NHS London Leadership Academy

8. "A confidential one-to-one relationship in which an individual uses the skills of a coach to work through issues in a structured way to find an outcome or solution. It is a protected, non-judgmental relationship, which facilitates a wide range of learning, experimentation and development. It is built on mutual regard, trust and respect".

The Welsh Government

9. "Coaching is a way of working with people that leaves them more competent and more fulfilled so that they are more able to contribute to their organisations and find meaning in what they are doing".

James Flaherty

10. "Coaching involves systematically increasing the capability and work performance of someone by exposing him or her to work-based tasks or experiences that will provide the relevant learning opportunities, and giving feedback to help him or her to learn from them".

Jon Redshaw

Andrew Gibbons

[andrew@andrewgibbons.co.uk](mailto:andrew@andrewgibbons.co.uk)

07904 201 474

[www.andrewgibbons.co.uk](http://www.andrewgibbons.co.uk)