

## Insights of Coaching

Nadia Mohammad Ali Mousa Al-Mubarak

Coaching is a personalized and goal-oriented approach to human development, where a coach helps individuals or teams enhance their skills, performance, and overall well-being. It involves active listening, asking powerful questions, and providing guidance to facilitate self-discovery and growth. Coaching can be applied in various contexts, including professional, personal, and sports settings, aiming to unlock potential and achieve desired outcomes.

Coaching typically involves a structured process, focusing on specific skills and goals, while mentoring is more relationship-based, providing guidance and support based on the mentor's experience. Coaching often has a short-term, task-oriented approach, whereas mentoring tends to be long-term, nurturing overall professional development.

Coaching and mentoring are both valuable approaches to developing skills and knowledge, but they differ in their focus and approach.

Coaching is typically more focused on specific goals and tasks, and is often provided by a professional coach who helps individuals improve their performance in a particular area. Coaches work with clients to identify goals, create action plans, and provide feedback and support to help them achieve their objectives. Coaching usually has a finite duration and is more structured in nature.

Mentoring, on the other hand, is a longer-term relationship in which a more experienced or senior individual (the mentor) provides guidance, advice, and support to a less experienced individual (the mentee). Mentoring is often more informal and relationship-based, with the mentor sharing their knowledge, expertise, and experience to help the mentee develop their skills and achieve their career goals.

In summary, coaching is typically more focused on achieving specific goals in a structured and time-limited way, while mentoring is a longer-term, relationship-based approach focused on providing guidance and support for overall skill and career development.

Coaching is crucial for personal and professional development, providing tailored guidance, feedback, and support to individuals. It enhances skills, boosts confidence, and helps navigate challenges, fostering continuous improvement and goal achievement.

## Coaching Steps

1. **Assessment:** Understand the individual's goals, strengths, and areas for improvement.
2. **Goal Setting:** Collaborate on specific, measurable, achievable, relevant, and time-bound (SMART) goals.
3. **Action Plan:** Develop a detailed plan outlining the steps to achieve the set goals.
4. **Support and Guidance:** Provide ongoing support, guidance, and feedback to keep the individual on track.
5. **Skill Development:** Focus on enhancing relevant skills through targeted exercises and practice.
6. **Monitoring Progress:** Regularly assess progress against the set goals and adjust the plan as needed.
7. **Feedback:** Offer constructive feedback, highlighting achievements and suggesting improvements.
8. **Adaptability:** Be flexible and adapt the coaching approach based on the individual's evolving needs.
9. **Motivation:** Encourage and motivate the individual by recognizing achievements and reinforcing the importance of their efforts.
10. **Closure and Reflection:** Conclude the coaching relationship with a review of accomplishments, lessons learned, and future growth strategies.



Coaching can present various challenges, such as addressing individual needs, maintaining motivation, and adapting to diverse learning styles. Effective communication, empathy, and flexibility are keys in overcoming these obstacles.

As a coach, you need to be aware of your feelings in the moment when you coach. You need to find ways to release the emotions quickly and do not let them hold you hostage when you coach. You need to relax. Mastery comes with relaxation and letting go.

As a coach, it's ok to coach our clients into the unknown space with curiosity. It's not about achieving an outcome at the end of your coaching. It's about shifting or transforming your clients'

thinking so that they know what they need to do... when our clients' fear disappears and clarity sets in, they will know what to do next. It's their journey, not yours.

Coaching is all about creating psychological safety. You must create a safe space where your clients can be authentic and free because they know you care for them and believe in their NCRW (Naturally Creative Resourceful and Whole). You need to assume that your client aspires to grow clearer and stronger. At the centre of their being, they have the answers and know what they want. When that happens, your clients will allow you to challenge their thinking. When that door opens, you will fearlessly challenge and stretch your clients

The less you do the more effective you are as a coach. You don't have to prepare your next powerful questions. You don't have to do perfect coaching. You do not focus on getting your client to an action plan. When you are not 'DOING' anything, you are actually getting a lot done!

Sometimes being silent, listening at level 3 and connecting with your client emotionally and 'spiritually' is most powerful to evoke transformation. Coach with your eyes, ask simple questions, get your clients to simplify their thinking or ideas...simplicity is key!



Lastly, you must constantly expand your worldview and range. You need to keep increasing the size of your inner and outer world because it has to be bigger than your clients' so that you can be their coach to expand their world.

## About Author

Nadia Mohammad Ali Mousa Al-Mubarak



### Personal Profile

A systemic and committed life, career coach and trainer, and have been working for fifteen years in the field of life, career coaching and training. Over the years, I have attended and worked with numerous coaches from different industries and corporate functions and became certified.

### Education

- Master of Local Development / University of Jordan (2021) /Excellent Evaluation.
- Bachelor of English Literature / Yarmouk University (2008)/ Very Good Evaluation.

### Fellowship

- Member of International Council for Education, Research, and Training (ICERT), USA, INDIA, 2023.
- International Fellow of Bangladesh Organization for Learning & Development (BOLD), 2023.
- Council Member of Chartered Institute of Management & Leadership, USA, 2023.
- Fellow of Chartered Institute of Management & Governance, USA, 2023.
- The International Professional Managers Association, UK, 2023.
- Full Member of Chartered Institute of Management & Leadership, USA, 2023.
- American Society of Management Consulting, USA, 2023.
- Arab Trainer Union, 2022.
- Jordanian Trainers Society 2022.
- The American Anti-Corruption Institute, USA, 2021.

### Professional Experience

- Ministry of Interior 2018- Now
  - Responsible for the Department of Development Studies and Community Outreach.
  - Trainer at the Directorate of Administrative Affairs and Performance Development.
  - Document Translator / Directorate of legal Affairs.
- Ministry of Education 2008- 2018
  - Responsible of student's activities
  - School dialogue and volunteer club's trainer
  - AL Hassan youth award coordinator.
  - English teacher.

### Awards

- Kalaki Gaurav Award, Kalaki News & Kalaki Foundation Trust, 2023.
- Queen Rania Awards for Distinguish Teacher at the Directorate Level, 2013.