

THE COACHING HUB

Podcast Episode 28 - The different coaching models

Ruth Kudzi: This is the thing, that it isn't about one approach being right or wrong. It's about that blended approach that we can therefore help our clients get the best results.

Hello and welcome to the coaching hub podcast with me, your host, Ruth Kudzi. If you're a coach, or you're coaching curious, this is the place for you. We're going to be talking all things coaching, personal development, and business development in a really fun way.

You're going to hear live coaching sessions, and you're going to have come away with tools and techniques that you can practically use and takeaway. If you enjoy this podcast, I would love you to subscribe. And if you really enjoy it, give me a review. If you listened to last week's episode, I talked about what coaching is and coaching isn't. So, if you haven't had a listen, I highly recommend it.

Today, we're talking about the different modalities and the different coaching models that you can explore within that big, big word coaching. So, we discussed what coaching was last time, it is that forward focused, client-focused, non-directional intervention, which is moving towards some kind of goal or intention, or new way of being, or thinking.

So, there are many, many different models and modalities. And, if we're looking at the paradigm of coaching, we're going to explore those today. And some of the different things that can be seen under that umbrella of coaching. And for me, I am very much of the outlook that we can learn from all of the different modalities, which is why my coach training course looks at more than one.

There are many coach training courses on the market, which really focus on one modality. And for me, it's about really understanding all of the different pieces and as much as we can. So, we can then create a coaching business and a way of coaching, which represents us and our clients.

So the umbrella of coaching includes so many different approaches. We have the normative models, those models that were made famous by John Whitmore over 25 years

ago now, and those normative models can be a really great starting point. In fact, it's where we start in my coach training because they give you a structure that you can use with clients.

The GROW model is the one that is made famous by John Whitmore. And there are many variations on these models. They are much more prescriptive in the way that they operate and they have their purpose. They're easy, if you're going to be teaching coaching to somebody. They're easy for them to understand the process.

Equally, if you're a new coach, if you don't have a background in psychology or psychotherapy, or you haven't had that training, these models are going to minimize the psychological harm that you could potentially inflict, inflict is that the right word, on your clients.

So, they definitely have their place. And they were really where coaching has evolved from. So, we have those normative models such as GROW. And at the other end of the spectrum, we have something called relational coaching.

Now relational coaching is where you don't actually even have a goal. You come into the coaching session and you are led by the client and what is going on with them. So, you are completely in the moment with them. And it requires a much greater degree of confidence and competence to really run well.

To be able to sit with the client and everything that they're bringing, everything you're feeling and all of that energy that is going on with you, between that exchange and use that as a basis for the session. And have trust that the client will lead you to the places that they need to go. And by doing so it will be an immersive experience where they're able to get what they need out of the session.

Now, as I've said, this is completely opposite to GROW. It requires a depth of coaching expertise. It requires a depth of competence and confidence. So, you are able to expertly hold that space for that person and really tap into that energy and what is going on in the room and any small differences in movement, or tonality, or pitch, or pace.

And it's a model that I love using. But I say that after somebody who's coached more than 10,000 hours in my life and somebody who's got a background in psychology and has done a lot of deep work on myself too. So, it may not be the right thing for beginners.

And then we have other paradigms in schools of thought like transactional analysis, which looks at the early transactions that you've had with yourself, others and the world, and uses that as a basis for coaching conversations and for understanding others.

Now pure transactional analysis coaching is usually more of a trauma informed approach and often treads a line between psychotherapy and coaching. And there are many people who are psychotherapists and coaches who combine those approaches.

So as a coach, we would use it as a way to inform our practice. If we are using a blend of focus therapy and coaching, we may often go back to those drivers and that experience as well as using that as a way to go forward.

So again, you can see that often there are blends here, which we're combining different approaches, but if we're using transaction analysis as a coach, we're using that knowledge of our clients as a way to move forward.

We also have an NLP based approaches neuro-linguistic programming. And that is really, there are a number of different ways that we can use this. We may be a pure NLP coach, or we may combine this with more traditional coaching models. And NLP and time-line related, and time-based approaches, they again, are looking forward, but they often allow us through hypnotic language and the way that we use words to help our clients move away unconsciously from things that have happened in the past.

So NLP approaches may not be pure coaching approaches, but they may allow us to help our clients move unconsciously from things that have happened in the past using that hypnotic language and the way that we form our approaches. And there are some more directive approaches in NLP and there are some approaches, which are more attuned to pure coaching.

And I think that often they go hand-in-hand or people choose that they might want to use NLP or indeed hypnotherapy as an additional tool in their toolkit to support their coaching. So remember that you can have these blends, or you may want to do something that is completely, distinctively coaching.

When I did my coach training, we did a lot around psychoanalytical approaches and psychodynamic approaches to coaching, which we're really looking at where some of our most early memories were formed and the way that we interact with others.

And again, this can be used as a blended approach, or this can be used as an approach that informs coaching. So it's really about understanding what your expertise is as a coach and your other experiences as well, because often you may be a psychotherapist or a hypnotherapist, or you may have done considerable training in psychoanalytical approaches. So you can combine them and create your own powerful intervention.

So, remember that if it's pure coaching, it's forward focused, it's non-directional. However, some of these interventions may have a more directional element. So for example, I'm also an energy coach, I'm trained with as a spiral practitioner, and that has more of a directional or formulaic approach to it, all though, I use coaching within that paradigm, in that framework. So it's a blend of the two together.

And for me the power of any intervention, whether it be a neuroscience informed approach where we're really looking at our clients thoughts, where we're helping them make sense of them. Where we're looking at how behavioral change happens scientifically in the brain, may well be partnered with a coaching approach.

So we may use a neuroscience informed approach to coaching, but our clients do not know all about the science of the brain, because that would be teaching. So we use an informed approach in the way that we work with clients and in a way that is how psychology and coaching blends as well.

And that you might use a psychology informed approach or a positive psychology informed approach in the way that you coach. But when we're bringing in other models, be it NLP, or positive psychology, often we teach the model and then we coach. So we're blending that approach.

And every single one of these approaches has positives and negatives. And it really depends on your expertise as a coach and practitioner. It depends on your skillset and it depends on your experience and it depends on what you want to work on your clients with.

So, if we're thinking about career coaching, that might be, we might use more traditional normative models. But if we're looking at mindset, we may be bringing in experience in neuroscience and positive psychology and transactional analysis, and even some energy work with our clients to really help them move forward from their limiting beliefs, from their unconscious thought patterns, from those things that are holding them back.

So today was really about helping you become your curious about the range of approaches out there. And this is something that I talk because I'm currently going through my master coach practitioner, to become a master coach for NLP. I'm a spiral energy coach. I've done more traditional coaching models.

I have experience in neuroscience and positive psychology and psycho analytical coach training, which mean that when I create my own coaching packages, I pull from these toolkits. But also when I teach through my coach Academy, we share these range of approaches.

And this is the thing that it isn't about one approach being right or wrong. It's about that blended approach that we can therefore help our clients get the best results. And this is the basis of my coach training. It's a basis of the Kudzi Coach Academy.

We teach you a range of different approaches and we open your eyes to the curiosity of all of those things that you can bring to your client. So you can start to decide on what you really want to be as a coach and step into the approach and that blend of approaches that works for you.

If you want to find out more about the Kudzi Coach Academy, just have a click in the show notes and check out my course. The next one starts in February. If you're listening to this after 2020, all of the dates are on the website. And remember, if you've enjoyed this episode, if you have any questions, please feel free to tag me on social media, subscribe and share. I'll see you next week.

Thank you for listening to the Coaching Hub podcast with me, Ruth Kudzi. If you enjoy this, I would love you to join my Facebook group, the Coaching Community for more of the same.

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