

FAQ: Private Coaching

Private coaching is offered to people who are paying for coaching themselves (i.e. the company they work for is not paying).

Some examples of topics clients bring include: work-life balance, career change and progression, self-confidence, relationships and building a business.

Coaching via telephone or Skype is easy to fit in to busy lifestyles and clients are often astounded at the tremendously positive impact coaching has on their lives in such a short period of time.



Frequently Asked Questions topics include:

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1. Private Coaching in General

1.1 What is coaching?

“Coaching is a confidential, constructive and non-judgemental dialogue aimed at encouraging, supporting and challenging people to achieve their full potential”

- *Angela Armstrong*

Coaching is not mentoring (let me show you how), consulting (advice) or counselling (psychiatric help).

“Angela was calm, focused and totally committed to the task ahead. She has a great way of making people feel confident in their own ability. I felt that we had a very good rapport right from the first moment.

- *Liz Clements,*
confidence coach

T: 01543 439562

E: info@angelaarmstrong.com

W: www.angelaarmstrong.com

1.2 Who receives coaching?

People who come to coaching share a sense that some aspect of their life is not as they'd like it to be and they are willing to make some changes to achieve all that they want.

1.3 Who delivers coaching?

Qualified and experienced coaches.

Buyers beware: coaching is not yet a regulated profession and just about anyone can call themselves a coach.

Angela qualified back in 2009 with The Coaching Academy, the largest provider of coach training in Europe, and she has hundreds of hours of coaching under her belt since then. Angela is also a member of the International Coaching Federation (ICF), which requires evidence of competence to join.

1.4 What are the benefits of coaching?

Clients come to coaching for so many different reasons.

Some examples of benefits include: clarity, focus, improved professional performance or job satisfaction, a balance between work and life that is right for them, increased self-confidence, promotion or career change, enhanced skills e.g. problem solving, improved interpersonal skills, achieving their full potential through stretch goals, heightened self-awareness, increased personal resilience and flexibility.

1.5 How do you measure the success of coaching?

Success means different things to different people. The goal-setting approach of coaching means that clients identify actions and milestones, which provides evidence that progress is being made. The coaching outcomes are whatever is important to you.

2. Business Coaching Practicalities

2.1 Is there a structure to the coaching session?

Each session follows a basic structure, the **GROW** model.

The coach manages the process during the discussion so that the person being coached can concentrate fully on exploring their goal, confident that by the end of the session they will have greater clarity and agreed actions.

2.2 What topics get discussed in coaching?

The coach and the client discuss any topics that the client feels will help them to achieve the goals they set for themselves.

“The reason for setting goals is to entice you to become the person it takes to achieve them”

- *Jim Rohn*

“Thanks to your coaching, I did more in one afternoon than I had done in the past month!”
- *Liz Clements, confidence coach*

The GROW Model

Review the previous actions

G oals - Set a goal for the session

R eality - Look at where you are now

O ptions - Explore possible options

W ay Forward - Agree actions

Summarising what has been agreed

T: 01543 439562

E: info@angelaarmstrong.com

W: www.angelaarmstrong.com

2.3 What about confidentiality?

Anything discussed in a coaching session is confidential. The fact that a coaching relationship exists is confidential.

No-one will even know that a coaching relationship exists, unless you tell them.

2.4 Where does coaching take place?

Most of our private clients are 'nomadic professionals' who find remote coaching via phone or Skype both highly effective and convenient. The flexibility to schedule coaching into working lives that have less routine, varied locations and sometimes different time-zones is often a necessity.

Remote coaching also eliminates the coach's travel time, and this is reflected in the fee.

2.5 What is the typical duration and frequency of coaching?

Typically clients commit to a package of 6 sessions and schedule them as required over a period of 3 to 6 months. For many clients 6 sessions are enough. Others are so motivated by the success they have achieved that they book further sessions and set new goals.

2.6 Do I have to sign anything?

A coaching agreement is not needed for a trial coaching session.

For people who become clients, a coaching agreement is signed by the coach and the client. It is a short document written in plain English that includes the headings shown on the right; it outlines how we'll work together.

3. Getting Started

Contact Us

T: 01543 439562

M: info@angelaarmstrong.com

W: www.angelaarmstrong.com

Or visit the website to buy a trial session now

Buy a trial coaching session

We understand that you might prefer to have a trial run to establish that working with us is the right fit for you. We offer a trial coaching session so you can experience our approach first hand.

[Find out more](#)

“Angela was excellent at letting me do the talking and finding my own way forward, but always aided me by questions that kept me focused on my goals.

- *Graeme, MD Training company*

Coaching Agreement Contains

- Role of coachee
- Role of coach
- Coaching approach
- Coaching package
- Fee and payment terms
- Review
- Privacy
- Confidentiality
- Logistics (phone/Skype)
- Additional backup (email support)
- Open and honest communication
- Termination

“From sometime cynic to convert in 9 thought provoking, sometimes difficult, self-exploratory, confidence building, me-empowering, now-we're-really-moving sessions”
Sara, author

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W: www.angelaarmstrong.com

Angela Armstrong's private coaching credentials

A client said recently *"you see things from my perspective and seem to care about me as well as the results"*. It's true. I want to support people to succeed in all areas of their life.

Coaching is a confidential, constructive and non-judgemental dialogue aimed at encouraging, supporting and challenging my clients to be, do or have whatever they want from life. I establish rapport so that clients feel at ease to discuss where they are now and where they'd like to be. We then explore all the possibilities open to them and I guide my clients to achieve their goals, their way.



Experience

Angela has had a keen interest in people development and personal development since her first career in teaching and training almost 20 years ago. Her career has evolved over the years through IT to project management, change management and now leadership development.

Angela's role and the industries in which she has worked have varied but there has been a common theme of helping others to achieve their personal and professional goals. Becoming a qualified coach with her own company was a natural next step.

Angela has been a trainer, mentor, career counsellor or coach in some capacity for her entire career. She has worked with a broad range of clients with diverse backgrounds, outlooks and aspirations. Her clients share a common sense that some aspect of their life is not as they'd like it to be and they are willing to make some changes to achieve all that they want.

Some examples of topics clients bring include: work-life balance, career change and progression, self-confidence, relationships and building a business.

Coaching via telephone or skype is easy to fit in to busy lifestyles and Angela's clients are always astounded at the tremendously positive impact coaching has on their lives in such a short period of time.

Coaching can be a real catalyst for anyone who wants support to achieve all they want in life. You have to do the work, but Angela can help you find the way and keep you on track.

Outside of work Angela's passions include travel, great food, autobiographies, being outdoors, having friends over for dinner and generally enjoying the adventure we call life.

Professional Expertise

In addition to coaching managers and leaders at all levels Angela delivers training courses on building trust, personal resilience and leading change.

Selected Client Companies

Private Sector: Accenture, BT, Barclays
Public Sector: DWP, HRMC, UKBA
Small businesses: MDs of companies
Numerous clients who are self-employed.

Qualifications

BSc, PhD, MBA
Diploma in Personal Performance Coaching (Distinction)
Diploma in Corporate and Executive Coaching (Distinction)
International Coach Federation (member)

T: 01543 439562

M: 07971 480894

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