

COACHING PRINCIPLES



Use Questions to Forge Connections

Start each conversation with an open-ended, check-in question. Ask the advocate how they are doing and what's going right. Ask relational and exploratory questions.



Focus on Strengths and Core Values

Each of us is guided by principles and values that shape how we act and react. Share a list of core values and ask your advocate which they identify with. You can deepen the connection by remembering what they value most and pointing out their strengths.



Contract Clearly

Make written plans to hold yourself and your advocates accountable. Use coaching agreements and the GROW model to guide the plan.



Don't Avoid Conflict, Embrace It

Greet them with confidence. Use conflict as an opportunity to work towards a positive outcome.



Affirm Case Ownership

Ask the advocate if there's an obstacle in their way. By asking if they need help, offering any support they need, and telling them you've got their back, they can take ownership of their case.



Get 100% Trust

Affirm the advocate's ownership of the case at every opportunity.

COACHING CONVERSATIONS

A coach has more questions than answers and guides the coachee through a thinking process that is solution-focused.

Examples of powerful and open-ended coaching questions:

What's been working well?

How can I help to support you best?

Can you tell me more about that?

What next steps can you take to find out more?

What is really bothering you about this situation?

What's draining you?

What's preventing you from accomplishing the goal (or task)?

What is a good timeline for getting this done?

What problems do you foresee?

Tips for guiding a conversation:

 Ask one question at a time and allow for reflection.

 Ask open-ended questions.

 Mirror their language.

 Explore their motivation.

 Stay curious, stay genuine.

 Use phrases like, "I wonder..." and "What I'm hearing you say is..."