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*Developing your coaching philosophy helps you understand your coaching identity. It is a key part of establishing reflective practice within your coaching practice. Your coaching philosophy reflects who you are, what you believe, what you do and how you do it. It also helps you articulate what your prospective clients can expect to achieve when they work with you.*

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## The process

Follow this three-step process to create your coaching philosophy:

1. Follow the five instructions below and complete the template. You now have 15 words, aligned to your identity, your values and beliefs, your coaching capabilities and behaviours and the environment in which you are operating (i.e. your client context).
2. Use these words to begin drafting your coaching philosophy.
  - Can you do this in 100-150 words? This can be used as your coaching profile on bids, proposals and as a biography for websites, CVs, etc.
  - Can you do it in 10-15 words? This is useful as an 'elevator' pitch or whenever you need to articulate succinctly what you do.
  - Can you do it in 30-45 words? This is your coaching philosophy.
3. Revisit your wording often and ask yourself the question "I can do that here" (see also the coaching technique sheet on [Neurological levels](#)) to see if there is an internal 'tug' at any level. If there is one, you might want to explore that tug with your coach or supervisor.



## Instructions

Follow these five instructions and capture your words in the template below

1. Write three words that describe your ideal client and/or their context
2. Write three words your clients use to describe your coaching (if you do not have enough feedback, consider using the [Coaching Feedback Form](#) to gather some.
3. Think of three characteristics great coaches have and then write three words that describe how these are embedded into your coaching approach.
4. List three key values or beliefs that guide you in your life. If you are unsure, you might want to take a personal values assessment. We recommend the [Barratt PVA](#), which is free for individuals to use.
5. Write three words that describe your role as a coach.



Template

Use this template to capture your words. The numbers refer to the question numbers above.

5. Identity			
4. Values & Beliefs			
3. Capabilities			
2. Behaviours			
1. Environment			

Your coaching profile (100-150 words)

Your elevator pitch (10-15 words)

Your coaching philosophy (30-45 words)



More ideas

We are not salespeople, but we are people who must sell our services. The best way to do that is to be our authentic selves.

"Be Yourself. Because an original is worth more than a copy." (Anon.)