

## WHAT IS COACHING?

Coaching is a confidential one-on-one relationship between a leader or key contributor in your organization and a qualified professional from Bernard James. The goal is improved organizational effectiveness and enhanced personal performance. Our coaching is designed to benefit both the individual and your organization.

Coaching is oriented toward the development of both the breadth and depth of the person being coached. Breadth Coaching expands the skills, abilities and talents of the leaders "tool-kit". It is often called Performance Coaching.

Depth Coaching goes a step farther, expanding the person's capacity for on-going growth and development. It generates a deeper, more subtle yet long-lasting and resilient "tool-kit" for success. It is often referred to as Developmental Coaching.

This second approach prepares leaders and key contributors to successfully handle the "unexpected" with confidence, and to provide leadership and direction in difficult and uncertain times. The diagram below provides a visual view of these two approaches to coaching.

