Boldly create the ICF Core Competencies in your coaching!

Competency 7: Evokes Awareness

Real Coaching Formula

1. How do you evoke reflection and insight in your client? How can you strengthen this core coaching skill?
2. Be willing to share observations directly when you hear or perceive a deeper issue, underneath what is being communicated.
3. How can you use acknowledgment to help your client gain clarity and awareness?
4. Notice what might be getting in the way of you being able to challenge (or give direct feedback to) your client. Some things that get in the way include: concern about leading or breaching the safety of the coaching session.
5. Be willing to ask questions that invite your client to practice reframing their perspectives.

Sheri Boone, MCC and Jamee Tenzer, PCC

Real Coaching Sessions Unplugged

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