



**CASE STUDY: COACH MENTORING**

# Case Study – Coach Mentoring

## Case Study Construct

All case studies for the [askacoach.com](http://askacoach.com) site have been compiled from real-life coaching sessions conducted by Master Coach, Noel Posus. That said, all identifiable client information has been removed, and where necessary, some specifics of the coaching process may have been edited to ensure anonymity of the client and/or to condense a lengthy coaching relationship into a smaller, more manageable format to read and study.

In some cases, a composite of various clients has been created to make a case study which covers more potential scenarios in one document.

These case studies are high level only and will not go into extraordinary detail regarding conversations (from either email or phone coaching) between coach and client. The purpose of our case studies here is to be able to identify the presenting objective and/or issues of the client, and how the [askacoach.com](http://askacoach.com) coach and methodology supported the overall coaching process, and to explore the outcomes.

## Client Overview

The client presented with the following coach mentoring goals via an email coaching session:

- o The client shared that they were a life coach, new to the industry and recently graduated from their coaching school.
- o They wanted to first experience more of what it's like to be coached, and then to start also working on various strategies to successfully launch their business.
- o Along the way the client also wanted some coaching supervision regarding how they were working with their clients.

Although the client's first session was an email coaching session, we moved to a series of phone coaching sessions with email support in between. Eventually, the client moved to mostly email coaching with the occasional phone coaching session for additional support. This coincided with the coach finding a coaching supervisor in their town near where they lived. So the client used the [askacoach.com](http://askacoach.com) service still for business mentoring at that stage and their supervisor for other needs.

## Methodology

The initial email coaching response first acknowledged the client for considering the [askacoach.com](http://askacoach.com) service for their own personal and professional development and for sharing the information they had in their introductory email coaching request. The client shared great detail about their journey thus far in becoming a coach.

It's important to note that all [askacoach.com](http://askacoach.com) coaching sessions, whether email or phone, result in a written response and a selection of relevant documents from our Resource Library attached.

In the initial email coaching session, the following was covered:

- Gaining clarity about the client's vision, mission and values for their business. The client had not indicated if they had already developed these, so a number of questions and tools were provided to assist.
- Introduction of the "Wheel of Life Business" to support creating a plan to address the needs of the business.
- Introduction of the "Wheel of Life Foundation" to support creating a plan to address the needs of the client as an individual and also to provide knowledge on how to use this tool with their own clients by first experiencing it for themselves.
- An invitation to move our coaching into a phone coaching session in order to cover more ground.

In subsequent sessions, both email and phone, the following was covered:

- A review of the client's responses to the two Wheel of Life exercises provided, which resulted in quite a few exercises for both the personal and professional environments. These conversations were carried out over six coaching sessions.
- Discovery and development of skills with a number of coaching tools, including:
  - The GROW Model
  - NLP
  - Solution Focused
  - Cognitive Behaviour
  - Wisdom Development
  - Narrative
- Created a detailed marketing plan for the business and tracked accountability to the tasks and evaluated success of the various strategies weekly throughout the entire course of our coaching.

- o Discussed a number of coaching case studies, where the client was presented with the case study the session before and we would discuss the results in the current session.
- o Gaining clarity around the client's strengths by completing the "Personal and Professional Inventory" and using that tool to develop a greater sense of confidence, which ultimately led to creating a number of business documents such as their coaching profile.
- o Worked through how to design various products and services, including how to get started writing an e-book, or creating a ten or twelve session coaching programme.
- o Determining the additional resources the client may need to access including a coaching supervisor and how to research and select that resource from the available options in the market.

## Outcomes

The client accessed the [askacoach.com](http://askacoach.com) service regularly for many months and continues to do so as this case study goes to print.

The client's response to the Coaching Experience Satisfaction Survey included the comments below (reprinted with permission) – Please note that these comments are derived from a number of surveys this client has completed.

"I am so grateful for this support. I don't know how I could have afforded coaching without [askacoach.com](http://askacoach.com). I'm new to business and the clients are slow in coming in so I have to watch where my money goes."

"I have been given so many wonderful tools, and in some cases, permission to use them with my own clients. And I'm getting far more practical, real-life-of-coaching information than I ever did from the coaching school I went to, so this is perfect. I'm really starting to understand the reality of running a coaching business. Although it's a bit scary at times, I also know I have my coach to help me through the scary bits and to celebrate the fantastic bits."

"I only hope I can be as good of a coach as my [askacoach.com](http://askacoach.com) coach has been for me. I've learned so much and it's really showing in the work I'm doing with my clients, and that has meant that I'm also getting referrals faster than I thought I would by this stage. It's just great. Thank you so much!!"

## Contacts

If you have any questions regarding the [askacoach.com](http://askacoach.com) service, please direct them to Noel Posus, Director and Master Coach as per the details below.

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Director and Master Coach  
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PLEASE NOTE:

This document is written in Oxford English versus American English.