

# Competencies

The New Insights Life Coach Training Programme and certification process is designed to help you become a high quality practising life coach meeting certain standards of competence. These are closely aligned with the professional competencies promoted by COMENSA (The Coaches and Mentors Association of South Africa).

Our certification programme is designed to test your standards of competence but due to the nature of the programme we are reliant on your full cooperation and honesty in assessing this.

If you want to have a flourishing coaching practice with excellent word of mouth referrals from clients you will need to be able to display, in practice and with consistency, the competencies that we promote. Your honesty and objectivity in conducting regular self-assessment of your competencies is key to achieving this.

The core competencies and benchmark levels that the New Insights programme seeks to promote are described below:

## **Understanding, upholding and applying professional and ethical standards**

You will have a detailed understanding and appreciation for the New Insights code of ethics and you will seek to embrace and apply it throughout your coaching efforts. You will have a well developed sense of appreciation for the role that you play in helping your clients change and improve their lives and you will, at all times, display a client-centred approach in your coaching.

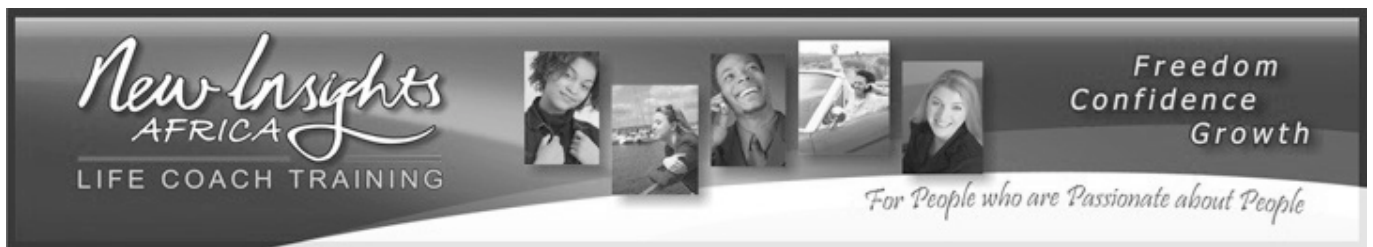
## **Listening to your client**

You will ensure you are actively present with a client during coaching, paying attention to all information presented by the client, both verbal and visual, and you can respond to and reflect both what is said and unsaid by the client.

You will display patience and focus in listening carefully to the client's spoken and unspoken words and language. You will be able to and will know when to remain silent and respectful and when to engage in deeply meaningful exchanges with your client, characterized by reflecting, observing, paraphrasing and the effective use of analogies and metaphors.

## **Questioning your client**

You will be skilled at asking your client to turn inward for answers, resources and solutions. Your questioning will be challenging yet compassionate by nature and will help your client transcend the obvious and find paradigm-shifting answers or perspectives. You will be capable of ensuring your client is fully engaged and participating in the process through the liberal use of open-ended questions.



## **Building rapport with your client**

You will be competent at establishing and maintaining trust and intimacy in the coaching relationship and at creating a safe space in which your client can courageously explore their inner and outer thinking. You will use techniques such as mirroring, validating, empathising and truly meeting your client in their model or 'map' of the world (frame of reference).

Your exchanges with your client will be characterized by your active and intense involvement with – and interest in – them and your conversation and questioning will be focused on the client's outcomes. You will challenge your client to explore his or her less conscious intentions and desires and you will assist your client to apply his or her inner resources to difficult situations.

## **Delivering measurable results**

Your coaching will result in your client achieving outcomes that can be suitably qualified and quantified by both you and your client.

You and your client will agree upon and record expected results before going beyond Session One (which is traditionally not charged for in the New Insights method). You will regularly check upon and document progress made against defined measurable results throughout the course of the coaching programme.

You will continually and respectfully seek to challenge your client to surpass the expectations that have been set, always with the client's best interests in mind. All goals, milestones and actions agreed upon during the programme will be documented and the client's achievements will be supported by suitable proof.