

Coaching and Mentoring Uncovered

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There are occasions when personally or professionally we need a hand to ensure we are heading in the right direction. But more than that, we may also need the type of sustained provisions and 'push' and 'pull' that enable us to see our vision fulfilled.

Often we hear the words coaching and mentoring being thrown about when people talk about developing, learning and resolving issues or challenges. However, there are many misconceptions out there and the objective of this article is to clarify some key differences.

So, you have an issue to solve related to your personal and/or professional development. Your next step is to decide what you need and where to find it. One problem is that in today's fast paced world we often take whatever learning we can get our hands on without really understanding which one is right for you and/or your organisation. Professional coaching and mentoring certainly is available in Bahrain in many manifestations. To this end, we will enable you to understand both what you can do for yourself in reality and how you can ensure you are getting value for money

together with what to look for when selecting a coach or mentor. So, what's the difference between coaching and mentoring?

The Differences

It is not surprising that the words coaching and mentoring are used interchangeably as both enable people to become more effective. Unlike counselling which addresses underlying issues and tries to 'heal' the root cause of a problem, coaching and mentoring are more focused on results and enabling people to be and work more effectively. Successful people engage in coaching; we are all familiar with the term coach in relation to sport and public speaking. The same principles apply to the coaching of senior executives and leaders right through to students and stay-at-home parents. The skills required by coaches and mentors are similar; they facilitate action and are performance-oriented. In short, where mentors usually advise, coaches enable.

“One problem is that in today's fast paced world we often take whatever learning we can get our hands on ...”



When can you benefit from coaching or mentoring?

Situation	Coaching	Mentoring
I can't find a job	✓	
I am not managing my work-life balance effectively	✓	
I want to establish my own business	✓	✓
I am not utilising my skills and knowledge	✓	✓
I can't delegate	✓	✓
I am new to a job and need some help	✓	✓
I need to do some political navigation	✓	✓
My organisation wants to increase its productivity	✓	✓
I need to learn new skills	✓	✓
I can't handle my in-laws	✓	
My life is in transition	✓	✓
I am challenged by numerous roles	✓	✓
My life is currently hard and difficult	✓	✓
I want more money	✓	
I want my time for myself	✓	
My children are too demanding for me	✓	
I need to develop my relationships with others	✓	✓
My team needs to align	✓	✓

Coaching Uncovered

Whether you are looking at personal, business, executive or organisational coaching, clients come to coaches for a multitude of reasons. Not yet fully understanding the nuances of coaching levels, experience and credentials, many clients choose a coach based on their expertise in non-coaching areas. Many clients say they want a coach to share any experience and/or knowledge that could minimise mistakes, accelerate learning and overall progress – this is NOT the role of an effective coach. In reality, a different perspective can enable us to question our own rationale for our decision making. Furthermore, quick fix solutions, even if they are imparted by experts, are generally not sustained. Coaching focuses on behavioural change resulting in short, medium and long-term benefits.

Pure Coaching

Coaching is defined by the International Coaching Federation (ICF) the accrediting body for coaches internationally as: **“... an ongoing partnership that helps individuals and/or groups produce fulfilling results in their personal and professional lives and ... deepen their learning, improve their performance, and enhance their quality of life”** Pure coaching is where you are held as naturally creative, resourceful and whole and the coach enables you to determine

the best path forward for yourself. You can apply this process to other areas of your life and the repertoire of developed skills will enable you to creatively develop your own solutions in future situations, reducing dependency. In its simplest form, the coach assists the client to:

- Clarify the agenda
- Identify options
- Choose paths
- Create a plan and stick to it
- Raise your awareness
- Connect you with your underlying values and strengths
- Make conscious choices
- Find out what truly inspires you
- Achieve extraordinarily meaningful outcomes.

“Coaching not only focuses on the 'doing', but more importantly, your 'being' as it is your 'being' that achieves your 'doing'”.

Kevin Craig (CPCC, ACC, ORSC) – Executive, Organisational Coach and CEO

Mentoring

In mentoring, it is recognised that the mentor is the one who has specific knowledge, skills and experience relevant to your needs. Some see mentors as older, wiser, more experienced people providing a helping hand to their mentees. Mentoring can be weaved into an ongoing coaching relationship, on an “as needed basis” without disempowering you or

fostering a dependency. In other words, any knowledge you might share is held lightly and shared without attachment so you do not devolve into merely “advice giving”. You get the information or facts that you need to accelerate your progress and are left to make your own decisions. At all times you should retain ownership of the issue and decide what, if any of the mentoring, to accept and apply. Mentoring can be a very powerful and natural addition to your understanding of common challenges you face. For example, if you happen to be someone who has started a number of businesses, and know all the pitfalls and shortcuts, you could definitely save yourself a lot of suffering and time. Mentoring involves the transfer or sharing of skills and knowledge from an authority. It can be done formally or informally. In fact, we often act in a mentoring capacity without even being aware of it whilst talking to a friend or colleague!

	Coaching	Mentoring
What are the benefits?	<ul style="list-style-type: none"> • Increase in consciousness and awareness of self • Development of life skills • Enable swift action • Increases confidences • Increases flexibility • Develops conscious, informed action • Provides balance and choice • Clarification of values • Identification of limiting beliefs • Self fulfillment 	<ul style="list-style-type: none"> • Increased job performance and satisfaction • Development of specific job skills • Ability to navigation of organisation politics • Improving prioritising and time management skills • Provides feedback • Professional sounding board

Selecting a Coach or Mentor

When you know you want to seek out a coach or mentor ensure you are obtaining the services of an appropriate, professional, qualified and experienced person. With regard to coaching, when choosing a coach, make sure you do your research as there are many people practicing that call themselves 'coaches', however, they may have limited training, accreditation and/or experience which can be detrimental to you. Your coach should be accredited by the International Coaching Federation and hold the relevant certification and qualifications – ask to see them!

The Last Word ...

So, we challenge you to take action and engage with either a coach or mentor (or both) so that you can achieve your full potential ■

For more information contact Kevin Craig on kevin@craigconsultants.com or Dr Clare Beckett-McInroy on cbeckett@btc.uob.bh or psychometrics@gmail.com To find certified coaches visit www.coachfederation.org/find-a-coach. For more information on mentoring visit www.emccouncil.org

“A different perspective can enable us to question our own rationale for our decision making.”