

What is Coaching?

The International Coaching Federation (ICF) describes coaching as a “partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”

A coach will work with you in identifying, clarifying, and achieving your personal and leadership goals and aspirations.

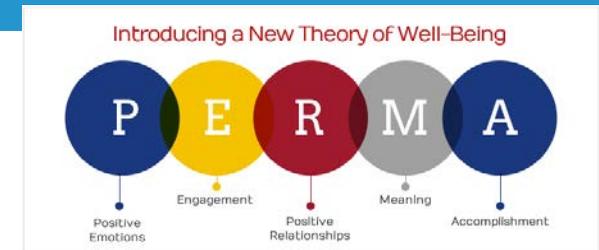
The approach is focused upon supportive and challenging inquiry rather than providing information, so you can create your own solutions to personal and/or organizational issues, and design your work in the way that fits best for you.

Through the coaching relationship the client willingly agrees to make him or herself accountable with the coach in order to implement the changes they want in their life.

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“Coaching is one of the best applications of positive psychology.”

- Dr. Martin Seligman



Think Differently. See Possibilities. Flourish.

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How is Coaching Different From Consulting or Therapy?

Consulting, coaching, and therapy share a lot of common ground. All three focus on helping people make changes and accomplish goals that really matter to them. Consulting focuses on the expertise of the consultant.

There can be a fair amount of crossover between the three. There are consultants and therapists who use coaching skills and strategies as a basic part of their practice. There are coaches who have backgrounds as consultants or therapists who integrate those skills into their coaching.

COACHING:

- Focus is on **learning through action**. It's on the partnership between self-discovery and sustainable action. It's on the client creating a fulfilling life.
- Focus is on the **inner guidance** of the client and the process of self-discovery. The coach has the questions, the client discovers the answers.
- **Future-oriented** in service of making the present come alive. Focusing on the client's biggest dreams and deepest desires for her life and making them come true right now.

Coaching and Positive Psychology

*“Coaching is a practice in search of a backbone: A **scientific, evidence-based backbone** as well as a **theoretical backbone**. Positive Psychology provides both. The right to call oneself a coach is unregulated, and is why scientific and theoretical backbones are urgent.”*

*“Positive Psychology provides coaching with a bounded scope of practice, with interventions and **measurements that work**.”*

- Dr. Martin Seligman, Founder of Positive Psychology

Coaching and Appreciative Inquiry

*“Many corporations use the 360-degree view of your **failings** and when you are overwhelmed with massive criticism, you are expected to change.”*

*“Merciless criticism makes us helpless. We don't change. **Appreciative Inquiry**, however, tells us just **the opposite**.”*

*“**We do change** when we discover what is **best about ourselves** and when we see specific ways to use our strengths more.”*

- David Cooperrider. Co-Founder of Appreciative Inquiry



Dr. Deana combines both of these methodologies when coaching clients.

Coaching with these evidence based interventions and validated measures of wellbeing sets the boundaries of my coaching practice.

Flourish at Work . Enjoy More Life.

Get acquainted with Dr. Deana at 215.793.4343 or visit drDeana.global