## Berkeley People & Culture

## **Styles of Coaching**

#### **Asset-based (strength-based)**

Focusing on strengths, competencies, and what someone is doing well to support lasting change.

#### **Cathartic coaching stance**

Working with emotions - a stance to help the client release and express emotions. From this stance, the coach helps the client release the emotions that block progress.

#### **Confrontational coaching stance**

An interrupting stance to raise awareness, challenge the client's assumptions, or stimulate awareness of behavior, beliefs, or being; it also helps clients see the consequences of an action to mediate a behavior, mind frame, belief, or way of being to generate a little cognitive dissonance. Devil's advocate.

#### **Directive / instructive coaching**

Coaching that focuses on changing behaviors.

#### Perspective coaching stance

A stance that gives directions, recommendations, or advice to direct behavior. This stance is used when the client is open to hearing it, and when it is caring, candid, practical, wise, and well-timed.

### **Supportive coaching stance**

This stance offers the client confirmation, encouragement, and help so they can maintain focus and motivation. The coach helps the client notice and experience moments of success (macro and micro) and encourages risk-taking to promote further learning.

### **Equity oriented approach**

One take - everyone gets what they need from the organization - regardless of where they come from, what they look like, their temperament, or what they show up knowing or not knowing. Everyone gets what they need everyday in order to have all the skills and tools to pursue whatever they want in their career development. Equity is about outcomes and experiences for every employee, every day.

"Ours is not the task of fixing the entire world all at once, but stretching out to mend the part of the world that is within our reach. Any small, calm thing that one soul can do to help another soul, to assist some portion of this poor suffering world, will help immensely."

--Clarissa Pinkola Estes

# **BetterUp Specialty Coaching Offerings**

