

The Flow of a Coaching Conversation

A coaching conversation is a conversation with a purpose. It differs from other conversations because the client determines the topic, outcome, and direction. These and other differences make it more accurate to call it a “**coach-versation**”.

Every coaching conversation has three phases:

1) The Beginning, 2) The Middle, and 3) The End.



The Importance of Structuring Coaching Sessions

Consistently structuring a coaching session is essential for cultivating strong coaching habits and building confidence, particularly in the early stages of learning how to coach. By having a reliable process for both the conversation and the coaching session that can be repeated each time, clients also reap the rewards and develop trust from the consistent experience. Furthermore, employing a framework for coaching sessions allows for the evaluation of value and client satisfaction throughout the coaching journey.



Knowing how to structure a coaching session enables professional coaches to demonstrate essential skills, ensure every coaching conversation is purposeful and beneficial to the client, and build confidence in the coach and trust from the client through a consistent experience of the coaching process.

