**What do coaches do?**

Coaching has become a discipline in its own right. The coach has the honour of walking beside the coachee to provide a sounding board, suggest alternative approaches and provide support through challenging times of growth.

To be successful a coach needs to put self interest aside and ask “how can I help”, “what does this person need the most at this time?” A meaningful relationship that elicits the best from both parties is formed when the coach believes in the voracity of the human spirit.

Business is premised on the assumptions of Fredericks and Adam that humans are made to barter and trade, and will only act in self-interest. If this is our view of those we coach, our approach will be myopic, focussed only on the forward movement, on the outward signs of success; the achievement of goals.

However, if we believe in the human spirit we believe in people’s generosity, a desire to be part of something bigger than themselves, to be creative and to do meaningful work. Then, the approach to coaching is multi-dimensional. Then, the person is viewed as a multifaced being capable of extraordinary things.