



Layag Associates
www.nelsonlayag.com
info@layag.com

Nelson Layag, certified coach

I believe your spirit is like the wind – it can be powerful, it can be gentle, but it is free and always moving!

What is Coaching?

Coaching emerged as a way to provide support and guidance for individuals moving through a process of change towards greater effectiveness and fulfillment. Coaching is part of the cultural shift from a pathological worldview to a resourceful worldview. In the pathological worldview, problems are identified, evaluated, and solutions are implemented, usually by outside experts. In contrast, coaches work with people from a resourceful point of view—collaborating to explore opportunities and identify resources, in order to create an exciting future based on awareness, choice and action. Coaching is world-changing, as well as life-changing work.

Although coaching is a fast-growing profession, many people confuse coaching with simply giving people advice. In practice, coaching is actually an empowering process, during which the coach asks rigorous questions and provides sacred space so people can discover their own creative solutions. Coaching is a partnership that maximizes human potential. Coaching is defined by a skillset and a mindset that taps into the resourcefulness of people to initiate creative solutions.

Coaching helps people articulate their vision, identify their needs and core values, bring their inner and outer worlds into alignment, and set goals they feel passionate about in order to create a plan for their own development. Coaching provides a structure to continuously reflect upon and integrate learning into your work, and apply this learning to directly facilitate action. Through a coaching partnership, people can build capacity, expand possibilities and achieve greater fulfillment and success while staying on track with their objectives.

How does coaching differ from other helping professions?

Coaching is not mentoring, consulting, training, psychotherapy or counseling. While coaching shares the end goals of learning and growth with these professions, the focus and process of coaching differ in significant ways.

Therapy (psychotherapy or counseling) frequently focuses on the past and healing—assisting clients in healing psychological problems such as depression, anxiety, phobia, trauma, destructive behaviors and addiction. Coaches are not trained to heal psychological problems and will make referrals to therapists when warranted. Rather than analyzing the past, coaching deals with present realities, helping people engage deeply with the present and create a more desirable future. Coaching focuses primarily upon expanding awareness and designing actions that move people toward the fulfillment of their life purpose, dreams and goals. Although it is not therapy, coaching can be a very healing process.

Consulting typically focuses on systematically developing a whole organization. Consultants work with senior leaders to provide expertise and interventions, developing leadership skills, strategies, structures, policies and procedures which improve the effectiveness of the organization. Consultants are usually

hired to address specific problems, design interventions and offer solutions. In contrast, coaches support staff in discovering and creating their own solutions.

Training and teaching are professions in which knowledge is imparted to support learning. Rather than teaching *how* to do something, coaches support and challenge people to access their own inner and outer learning resources.

Values I bring to our coaching relationship

I believe our human capacity for empathy and compassion builds trust, cultivates authentic and meaningful relationships, and empowers collaboration. I am committed to creating space for every part of every one of us. I believe in the power of love and generosity to support, challenge, respect and inspire each other. I build my coaching relationships upon the following principles:

1. You are whole, and always moving toward a fuller experience of your wholeness.
2. You are inherently resourceful and wise.
3. It's important that we honor the full diversity of experiences: yours and mine.
4. You have the freedom to choose how you respond to anything that arises.
5. Much more is possible than any of us can imagine.

My primary focus is on you and whatever you present me with, whether it be a question, a dream or a desire. With your objectives in mind, I will strive to move into awareness, alignment and action. Lastly, as your coach, I will be bringing these three qualities to every coaching session:

Curiosity—the opposite of judgment, curiosity invites us to accept all that is and explore the unknown. Curiosity is the built-in antidote to every judgment, whether directed at ourselves or at our client. By embodying the curiosity of a child, we can awaken playfulness, joyfulness and creativity in our work together.

Compassion—empathetic connection unlocks the heart. When all people are seen, heard and deeply understood, we can move into spaces of creativity and alignment which may have seemed closed to us before.

Courage—bold, authentic communication will be how you and I can build a more trusting relationship. Courage supports clarity and can include trusting my own intuition, being transparent, accessing spiritual guidance and supporting cultural consciousness. I will work to sense what is missing and bring a voice to explore what is emerging.

Below are examples of what you may be seeking from coaching and what a coach can provide.

If you are seeking to . . .	Coaching can . . .
Get “unstuck” at work or in their personal life.	Explore more deeply what can be in the way and support you in taking action to move forward. Provide a safe space where you can share experiences and feelings.

Function more efficiently, deal with being overwhelmed or achieve better work-life balance	Support you in prioritizing and make choices about what is important and how to manage time and set boundaries.
Address difficult situations at work	Provide a confidential partner to allow you to share concerns that you may not feel comfortable sharing with colleagues and peers.
Develop a (new) career path	Help you define career goals, inventory talents and skills, and explore and evaluate job options, either within your current organization or elsewhere.
Develop a clearer “life purpose”	Provide a “sandbox” to play in and begin aligning your needs, values, and personal strengths towards a life’s purpose.