

Demonstration Sheet and Assessment Guide 2022
For entry to Diploma of Organisational Coaching (10835NAT)
or the Advanced Coaching Certification

Coach: _____ **Date:** _____

This Coaching Demonstration Sheet provides the list of competencies that we need to see demonstrated as entry requirements to the Diploma of Organisational Coaching (10835NAT) or the Advanced Coaching Certification.

The Coaching Demonstration Sheet is based units of competency for the qualification and the ICF Core Competencies.

Guidelines for using the Coaching Demonstration Sheet:

- This document gives guidance as to how the assessor can identify if a participant has reached the required level of competency for entry into the coaching program.
- You are required to provide one recording of an actual coaching session of approximately 30 minutes duration. Only the audio file is required; a video file is not required.
- Please note: that by submitting your coaching recording, you are also warranting that you have permission from your Coachee to send the recording to Open Door and for the Open Door Assessor to listen to the recording.
- The assessor is required to tick that they heard the competency being demonstrated or request further information from the participant.
- The table also gives guidance as to how to assess each competency.
- Comments will be written by the assessor at the end of the document to give the participant further feedback.

1. Demonstrates ethical practice	How to assess this competency?	Tick
Definition: Understands and consistently applies coaching ethics and standards of coaching.		
1. Demonstrates personal integrity and honesty in interactions with clients, sponsors and relevant stakeholders	Acts in an ethical and professional manner at all times.	
2. Is sensitive to clients' identity, environment, experiences, values and beliefs	The coach will be non-judgmental, accepting and acknowledging of the clients' identity, environment, experiences, values and beliefs.	
3. Uses language appropriate and respectful to clients, sponsors and relevant stakeholders	As stated.	
4. Abides by the ICF Code of Ethics and upholds the Core Values	As stated.	
5. Maintains confidentiality with client information per stakeholder agreements and pertinent laws	The coach confirms the confidential nature of the conversation and seeks permission to take notes.	
6. Maintains the distinctions between coaching, consulting, psychotherapy and other support professions	The coach is demonstrating coaching and staying in the coaching zone; rather than switching to any other techniques including mentoring, telling and advising.	
7. Refers clients to other support professionals, as appropriate	Recognises whether coaching is the appropriate method to use or whether another technique/skill is required; the coach is aware of their capabilities and limitations and will make a referral when necessary.	

2. Embodies a coaching mindset	How to assess this competency?	Tick
Definition: Develops and maintains a mindset that is open, curious, flexible and client centered.		
1. Acknowledges that clients are responsible for their own choices	The coach is not expressing their opinion or being judgmental, they are staying out of the space and avoid making the conversation about them. They are not telling their own stories and the coach is not trying to solve client's problem.	
2. Engages in ongoing learning and development as a coach	The Coach reflects on their own key learnings and receives feedback at the end of each coaching session; and incorporates these ideas into future coaching sessions.	
3. Develops an ongoing reflective practice to enhance one's coaching	As above.	
4. Remains aware of and open to the influence of context and culture on self and others	The coach will be non-judgmental, staying out of the space, and they are open and aware that the client has a different context and culture, and that this will be influencing the conversation.	

5. Uses awareness of self and one's intuition to benefit clients	The coach will ask an intuitive question in response to what the client has or has not stated; this question is unlikely to be scripted.	
6. Develops and maintains the ability to regulate one's emotions	As stated; maintains focus on the client, rather than their own emotions.	
7. Mentally and emotionally prepares for sessions	The coach appears calm and focused on the client (rather than distracted) and responds appropriately to what the client is offering.	
8. Seeks help from outside sources when necessary	As stated.	

3. Establishes and maintains agreements	How to assess this competency?	Tick
Definition: Partners with the client and relevant stakeholders to create clear agreements about the coaching relationship, process, plans and goals. Establishes agreements for the overall coaching engagement as well as those for each coaching session.		
1. Explains what coaching is and is not and describes the process to the client and relevant stakeholders	As stated.	
2. Reaches agreement about what is and is not appropriate in the relationship, what is and is not being offered, and the responsibilities of the client and relevant stakeholders	As stated; for example the coach might state that the coaching will be focused on workplace topics, rather than personal topics (if appropriate).	
3. Reaches agreement about the guidelines and specific parameters of the coaching relationship such as logistics, fees, scheduling, duration, termination, confidentiality, and inclusion of others	As stated.	
4. Partners with the client and relevant stakeholders to establish an overall coaching plan and goals	Clear goals are established and how the goals relate to a broader plan is also identified.	
5. Partners with the client to determine client-coach compatibility	As stated; for example the coach builds rapport with client.	
6. Partners with the client to identify or reconfirm what they want to accomplish in the session	The coach allows the coachee to choose the topic of conversation; in addition, the coach will ask a question to recheck in the goal, by asking a question like 'is this goal still relevant?' or 'is there anything you'd like to change?' or 'how are feeling in terms of where this conversation is going?'	

7. Partners with the client to define what the client believes they need to address or resolve to achieve what they want to accomplish in the session	The coach will chunk down to identify a specific goal, area of focus or desired outcome for the conversation given the time available. The coach will ask additional questions around obstacles, barriers and challenges that need to be overcome in order for the client to achieve their goals.	
8. Partners with the client to define or reconfirm measures of success for what the client wants to accomplish in the coaching engagement or individual session	The coach will ask questions to make sure the goal is specific and appropriate for the time available. The coach will ask a question like 'how will you know that you have achieved what you wanted to, in the time that we have available?'	
9. Partners with the client to manage the time and focus of the session	The coach will ask questions to make sure the goal is specific and appropriate for the time available.	
10. Continues coaching in the direction of the client's desired outcome unless the client indicates otherwise	The coach checks in with the client during the coaching conversation to ensure that the conversation is on-track and checks that the conversation is still relevant and providing value. The coach will ask a question like 'is this conversation/goal still relevant?' or 'is there anything that you'd like to change?' or 'what value have you got from this conversation so far?'	
11. Partners with the client to end the coaching relationship in a way that honors the experience	The coach will ask a question like 'is there anything else that would make this coaching session more complete for you?' or 'what have you learned from this coaching session?'	

4. Cultivates trust and safety	How to assess this competency?	Tick
Definition: Partners with the client to create a safe, supportive environment that allows the client to share freely. Maintains a relationship of mutual respect and trust.		
1. Seeks to understand the client within their context which may include their identity, environment, experiences, values and beliefs	The coach is non-judgmental and provides space for the client to explore (the coach stays out of the space and doesn't make the conversation about the coach). The coach will ask open questions that are non-judgmental and curious; accepting and acknowledging of the clients' identity, environment, experiences, values and beliefs.	
2. Demonstrates respect for the client's identity, perceptions, style and language and adapts one's coaching to the client	The coach takes time to build rapport and continues rapport building throughout the coaching conversation to build trust. The coach and coachee appear to be matched in their tone, physiology, language; they are likely to be a 'mirror' of each other. For example, the coach is changing their behavioural style or changing the questions to meet the style of the client, for example from 'what will you see?' or 'what will you hear?' The coach is staying out of the space and avoids making the conversation about them. They are not telling their own stories.	

3. Acknowledges and respects the client's unique talents, insights and work in the coaching process	The coach is making eye contact; the coach is attentive to the coachee; using acknowledging and encouraging tones/sounds (eg. Go on...); and acknowledging the clients preparedness to explore, think and do the work.	
4. Shows support, empathy and concern for the client	As stated.	
5. Acknowledges and supports the client's expression of feelings, perceptions, concerns, beliefs and suggestions	As stated.	
6. Demonstrates openness and transparency as a way to display vulnerability and build trust with the client	The coach takes the time to consider the appropriate response or question rather than having to have to formulate the next question in an instant. May also say 'I don't know what the right question is to ask you...' or may admit that they don't know what question to ask.	

5. Maintains presence	How to assess this competency?	Tick
Definition: Is fully conscious and present with the client, employing a style that is open, flexible, grounded and confident.		
1. Remains focused, observant, empathetic and responsive to the client	As stated. The coach is 100% present for and focused on the coachee. The coach is focused on what the coachee wants to achieve (not the coach's agenda) and the coach is not distracted by any other things going on around them.	
2. Demonstrates curiosity during the coaching process	The coach is asking mostly open questions, not leading questions. The coach is listening to the client, and curious, rather than obviously thinking about the next question. The coach lets go of thinking and analysing the client's situation and trying to solve the problem by jumping in and making suggestions or asking closed questions.	
3. Manages one's emotions to stay present with the client	The coach is being empathetic, but not getting drawn into the client's story; the coach aligns their emotions to the client eg. not being super enthusiastic if the client is not.	
4. Demonstrates confidence in working with strong client emotions during the coaching process	The coach allows the client to express their emotions, sitting with the client; and the coach will 'stay out of the space' rather than trying to fix the emotion or make the emotions go away.	

<p>5. Is comfortable working in a space of not knowing</p>	<p>The coach works with what is presented to them; the coach is not trying to solve the problem; the coach asks questions without expecting a particular answer; asking questions with curiosity rather than leading or fishing for answers to questions.</p> <p>The coach assists the client in creating a 'blank slate', to see things in a new way, for example using the Miracle question.</p>	
<p>6. Creates or allows space for silence, pause or reflection</p>	<p>As stated.</p> <p>We are expecting that the coachee talks approximately 80% of the time and the coach only 20% of the time.</p> <p>The coach asks one question at a time and waits for the answer, rather than stacking questions.</p> <p>In addition, the coach maintains the coaching presence after the conversation, rather than 'taking their coach hat off' and jumping in with their comments or advice at the end of the conversation. Thus, the coach recognises that the coaching continues long after the initial conversation has concluded.</p>	

6. Listens actively	How to assess this competency?	Tick
<p>Definition: Focuses on what the client is and is not saying to fully understand what is being communicated in the context of the client systems and to support client self-expression.</p>		
<p>1. Considers the client's context, identity, environment, experiences, values and beliefs to enhance understanding of what the client is communicating</p>	<p>The conversation is all about the client; the coach leaves their own 'model of the world' at the door; the coach calibrates the 'whole' of what the client is communicating, rather than just the words. They are picking up on key words, that indicate values, beliefs, strengths, and what is important to the client; and they are able to link this to the topic or goal of the conversation.</p>	
<p>2. Reflects or summarizes what the client communicated to ensure clarity and understanding</p>	<p>The coach paraphrases and summarises for clarification and acknowledgement (where appropriate) and does not let paraphrasing and summarizing take over the conversation (where we hear the coach doing most of the talking). The coach uses the client's words; rather than using other words that change the meaning or intent of what client is saying.</p>	

3. Recognizes and inquires when there is more to what the client is communicating	The coach is using their intuition that there is more to the conversation than what the client is communicating; and comments or asks a question if they suspect something is missing from the conversation; without judgement or fearing that they might be wrong.	
4. Notices, acknowledges and explores the client's emotions, energy shifts, non-verbal cues or other behaviors	The coach picks up on and comments or asks a question about the client's emotions, energy shifts, non-verbal cues or other behaviours; rather than stepping over or letting it go. For example, a nervous laugh or big sigh.	
5. Integrates the client's words, tone of voice and body language to determine the full meaning of what is being communicated	The coach calibrates the 'whole' of what the client is communicating, rather than just the words.	
6. Notices trends in the client's behaviors and emotions across sessions to discern themes and patterns	The coach will refer to, point out or ask a question about a theme, pattern or words that the client is using or repeating, during the coaching session or across sessions. For example coach might say: I noticed you've used that word a few times now, is that something you'd like to explore further?	

7. Evokes awareness	How to assess this competency?	Tick
Definition: Facilitates client insight and learning by using tools and techniques such as powerful questioning, silence, metaphor or analogy.		
1. Considers client experience when deciding what might be most useful	The coach trust that the client has the answers within them, and draw on the clients experience to move forward, rather than the coach's experience.	
2. Challenges the client as a way to evoke awareness or insight	The coach has the courage and first seeks permission to ask a more difficult or laser questions (where appropriate). The coach will say something like 'do you mind if I ask you a challenging question?' or 'I'm not sure if this question is right, do you mind if I ask it?' The coach stays clear of asking 'Why' questions that can cause defensive, blame or make the client justify themselves to the coach.	
3. Asks questions about the client, such as their way of thinking, values, needs, wants and beliefs	As stated.	

4. Asks questions that help the client explore beyond current thinking	The coach mostly asks What, How, Who, When or Where – open questions. The coach has asked a question that has caused the client to pause and think in a new way. The client will say something like ‘wow, I never thought of that!’	
5. Invites the client to share more about their experience in the moment	As stated.	
6. Notices what is working to enhance client progress	The coach is acknowledging the client and their progress and may enquire as to how the current line of questioning or conversation is benefitting the client. The coach assists the coachee to stay on track and is focused on ensuring the conversation is on the desired outcome (rather than having a ‘nice chat’).	
7. Adjusts the coaching approach in response to the client's needs	The coach draws on a number of different coaching models and tools to facilitate the conversation (where appropriate) and will change or adjust as appropriate.	
8. Helps the client identify factors that influence current and future patterns of behavior, thinking or emotion	As stated; in addition, the coach asks questions that move the client forward rather than focusing on the past and going backwards.	
9. Invites the client to generate ideas about how they can move forward and what they are willing or able to do	The questions are related to the client’s goal and moving them forward; not just general questions to gain content. The coach stretches the client to think of multiple options, rather than just one or two.	
10. Supports the client in reframing perspectives	The coach uses positive language and makes an observation if the client is below the line. If a client says something like ‘that won’t work’ or ‘can’t do it’ and we would expect the coach to do a reframe here.	
11. Shares observations, insights and feelings, without attachment, that have the potential to create new learning for the client	As stated.	

8. Facilitates client growth	How to assess this competency?	Tick
Definition: Partners with the client to transform learning and insight into action. Promotes client autonomy coaching process.		
1. Works with the client to integrate new awareness, insight or learning into their worldview and behaviors	As stated.	

2. Partners with the client to design goals, actions and accountability measures that integrate and expand new learning	As stated. In addition, the coach assists the coachee to design a way forward that includes not just what they are going to do, but also how it links to the client's goal or a bigger picture/vision.	
3. Acknowledges and supports client autonomy in the design of goals, actions and methods of accountability	The coach ensures the coachee is choosing their own goals, actions and time frames – rather than the coach telling the coachee what to do. The coach will ask a question like 'how can you measure that?' or 'how will you know if you have succeeded?' Measures can be when activities will happen, how or what exactly will happen.	
4. Supports the client in identifying potential results or learning from identified action steps	The coach enables the client to reflect on lessons learned to gain awareness. For example, using the EARS model.	
5. Invites the client to consider how to move forward, including resources, support and potential barriers	The coach is asking questions like 'what will you do?' or 'what steps can you take to move forward to achieving your goal?' or 'what resources do you need?'. In addition, the coach assists the coachee to identify obstacles to achieve the goal and how to overcome those obstacles.	
6. Partners with the client to summarize learning and insight within or between sessions	The coach enables the client to reflect on lessons learned to gain awareness. For example, using the EARS model.	
7. Celebrates the client's progress and successes	As stated.	
8. Partners with the client to close the session	The coach will ask the client questions such as 'is there anything else that will make this session more complete for you?'. The client and coach are deciding together to close out the session, not the coach deciding the time is up.	

In addition: Flexibility and ability to adapt	How to assess this competency?	Tick
Definition: The coach has flexibility, including how to approach the coaching conversation and adapting their style to meet the needs of the client.		
1. The coach can apply coaching models and framework to a variety of coaching scenarios.	As stated.	
2. The coach can coach across a range of coaching from informal to formal coaching.	As stated.	

3. The coach can adapt their coaching style to meet the needs of the coachee.	For example the coach is changing their behavioural style or changing the questions to meet the style of the coachee, for example from 'what will you see?' or 'what will you hear?'	
4. The coach actively asks for feedback and integrates feedback so they can become a better coach.	As stated.	
5. The coach is matching and mirroring the client (where appropriate) to build rapport.	The coach and coachee appear to be matched in their tone, physiology, language; they are likely to be a 'mirror' of each other in the way they are sitting or when telephone coaching their tone volume and speed of voice.	

Assessor Comments and Feedback:

Competency Confirmed for Coaching Demonstration (please circle): YES NO