

# 4 C's of Coaching



**Chemistry** – people must trust their coach and trust is often built up over time

**Confidentiality** – people must feel confident they can confide in their coach

**Competency** – coachee must partner with the coach to set goals and develop an action plan

**Corporate goals** – coach and coachee work toward meeting company expectations



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**FACILITATED PERFORMANCE  
PARTNERS**

INNOVATION DRIVES PERFORMANCE

# 7 Step Executive Coaching Model



**Establish Coaching Agreement**

**Determine Key Stakeholders**

**Collect Assessment Data &  
Feedback\***

**Identify Goals**

**Implement Measurable Action Plan**

**Coaching Objectives**

**Provide Progressive Review and  
Feedback**

**Deliver Post Coaching Follow-Up**

- Increase Emotional & Social Intelligence
- Transition Into New Leadership Roles
- Set Direction and Purpose
- Empower Beliefs
- Prepare to lead Culture Transformation

## **Virtual Coaching**

- When you need it
- Where you need it
- How you need it

