My Coaching Business Vision and Foundations Workbook

Welcome to your *Coaching Vision & Foundations Workbook.*

This resource is designed to help you develop a clear, purposeful, and authentic coaching practice. Whether you're just starting your coaching journey or looking to refine your existing approach, this workbook will guide you through establishing strong foundations and creating a compelling vision for your coaching practice.

Part 1: Understanding Your Coaching Purpose

Exercise 1.1: **Your Coaching Origin Story**

Reflection Questions:

- What drew you to coaching initially?
- What moments or experiences have confirmed that coaching is your path?
- What personal values are you expressing through your coaching work?
- Who has influenced your approach to coaching, and how?

Your Response:

Exercise 1.2: **Your "Why"**

Simon Sinek famously said, "People don't buy what you do; they buy why you do it."

Reflection Questions:

- Why does coaching matter to you?
- What difference do you hope to make through coaching?
- What would be missing in the world if you didn't coach?
- Complete this sentence: "I coach because..."

Your Response:

Part 2: Defining Your Coaching Philosophy

Exercise 2.1: **Your Core Beliefs About Coaching**

Reflection Questions:

- What do you believe about human potential and growth?
- What do you believe about the coaching relationship?
- What do you believe about change and how it happens?
- What do you believe about accountability and responsibility?

Your Response:

Exercise 2.2: **Your Coaching Principles**

Instructions: List 3-5 guiding principles that will define your coaching practice. These are the non-negotiable standards you hold yourself to as a coach.

Example:

- I believe in meeting clients where they are, not where I wish they were.
- I commit to creating a space of psychological safety where authentic exploration can happen.
- I will always prioritise the client's agenda over my own.

Your Coaching Principles:

Part 3: Understanding Your Unique Coaching Strengths

Exercise 3.1: **Your Signature Strengths**

Instructions: Identify the top 5 strengths you bring to your coaching. These might be character strengths, skills, or qualities that make your coaching distinctive.

Your Signature Strengths:

Exercise 3.2: **Your Learning Edge**

Reflection Questions:

- What aspects of coaching currently challenge you?
- What skills or capabilities do you want to develop further?
- What feedback have you received about areas for growth?
- How will you continue your development as a coach?

Your Response:

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Part 4: Defining Your Ideal Client

Exercise 4.1: **Your Ideal Client Profile**

Reflection Questions:

- Who do you feel most called to serve through your coaching?
- What challenges or aspirations does your ideal client have?
- What qualities make for a good coaching relationship from your perspective?
- What transformation do you help your ideal clients achieve?

Your Ideal Client Profile:

Exercise 4.2: **Client Testimonial Visualisation**

Instructions: Imagine it's one year from now. Write a testimonial that your ideal client might give after experiencing transformative coaching with you.

Visualisation

Part 5: Creating Your Coaching Vision Statement

A coaching vision statement articulates your aspirations for your coaching practice and the impact you hope to have.

Exercise 5.1: **Vision Elements**

Instructions: Brainstorm elements you want to include in your coaching vision. Consider:

- The impact you want to have
- The clients you want to serve
- How your coaching will evolve
- What you want to be known for

Vision Elements:

Exercise 5.2: **Crafting Your Vision Statement**

Instructions: Using the elements from the previous exercise, draft a coaching vision statement (2-3 sentences) that captures the essence of what you aspire to create through your coaching practice.

Your Coaching Vision Statement:

Part 6: From Vision to Action

Exercise 6.1: **Gap Analysis**

Instructions: Compare where your coaching practice is now with your vision. Identify gaps that need to be addressed.

Gap Analysis:

Vision Element	Current Reality	Gap to Address

Exercise 6.2: **Action Planning**

Instructions: For each gap identified, develop 1-3 specific actions you will take to move toward your vision.

Action Plan:

Part 7: Accountability and Support

Exercise 7.1: **Resources and Support**

Reflection Questions:

- What resources will help you realise your coaching vision?
- Who can support you on this journey?
- How will you ensure you stay accountable to your vision?

Your Response:

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Exercise 7.2: **Celebration and Renewal**

Reflection Questions:

- How will you track and celebrate progress toward your vision?
- How often will you revisit and refine your coaching vision?
- What practices will help you stay connected to your vision on a daily basis?

Your Response:

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CONCLUSION

Congratulations on completing this workbook! By articulating your coaching purpose, philosophy, strengths, ideal client, and vision, you've created a strong foundation for an impactful coaching practice. Remember that your coaching vision is a living document—revisit it regularly, refine it as you grow, and let it guide you as you bring your unique gifts to those you serve.

Keep this workbook accessible and review it whenever you need clarity, inspiration, or a reminder of the coach you aspire to be.

Are you ready to become a certified mindset coach?

By joining our Mindset Coach Certification Program, you are not just learning to be a coach; you are stepping into a role that changes lives, including your own. Whether you are looking to enhance your existing coaching practice or starting anew, our program offers all the tools you need to succeed in this rewarding profession.

Got questions?

Book a call with Lara at a time suits you to discuss the program options and answer all your questions.

BOOK A CALL

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