

A QUICK GUIDE TO REMOTE COACHING



INTRODUCTION

The COVID-19 pandemic has accelerated the shift towards remote working and remote coaching, thus a growing number of organizations now rely on virtual tools to fulfill the needs of professionals working from home.

Remote coaching or virtual coaching existed before the pandemic of course. Though, a large majority of coach practitioners have increased their use of audio-video platforms since March of 2020 (by 74%, as shown by [the 2020 ICF Global Coaching Study](#)).

What should you know about remote coaching?

Is it as effective as in-person coaching?

What are some of the key benefits and drawbacks?

How do you effectively coach from home?

How can you gain expertise and recognition as a coach?

This handbook proposes to guide you through key facts you need to know about remote coaching, and how you can reap the most out of it.

WHY YOU SHOULD EMBRACE REMOTE COACHING



Around 70% of the workforce became remote workers in a blink of an eye due to the severity of the pandemic. It changed the way we work, communicate, and collaborate. While no one is sure what work will look like in the coming months or years, some version of remote working is definitely here to stay.

Leaders all over the world have had to learn how to improve their communication skills, delegate tasks, and how to better manage remote teams. On the other side, their employees need more support in regards to managing their workloads, improving their work-life balance, and learning how to gain recognition with fewer in-person interactions with management.

A lot of organizations now hire employees from multiple locations around the world and implement different working arrangements. When doing so, companies are faced with the challenge of getting their staff to participate in traditional coaching and training programs. Although remote employees may be able to undertake pre-recorded online learning, such programs may not be tailored to their individual needs.

In the midst of this accelerated digital transformation, remote coaching caters to the needs of leaders and their team members alike to navigate both their professional and personal challenges.

High-quality coaching — regardless of the platform — is proven to help individuals reach their goals and develop essential skills. In a [2011 study](#), Researchgate was already highlighting that there are no significant differences between in-person and remote coaching. Both types of coaching show that they can benefit organizations by improving employee well-being, engagement, and strengthening their sense of purpose.

In fact, due to the shifting nature of work to fully remote or hybrid work and the benefits it offers, many professionals and companies around the world now frankly prefer remote coaching over in-person coaching. This constitutes one more compelling reason to embrace these benefits rather than rejecting it.

7 REMOTE COACHING BENEFITS TO PITCH

1. Convenience

Scheduling an in-person coaching session can be a hassle. You have to align a packed schedule, navigate travel and location constraints, along with other last-minute issues. It becomes even more difficult during a pandemic, due to safety concerns.

Remote coaching, on the other hand, eliminates all of these unnecessary hassles. It provides efficiency and flexibility for both the coaches and the individuals being coached. It is safer, accessible to anyone with an internet connection, and can be done from anywhere in the world. All you have to do is align your online calendar, send or read an invitation, and start the video call upon the agreed time.

2. Improves engagement

Additionally, virtual coaching sessions will allow everyone to be in a place where they feel the most comfortable — which will significantly impact the effectiveness of the coaching session. When you feel safe and comfortable, you will be more likely to voice out your concerns and are more open to receiving feedback and suggestions. This is something that can not always be achieved when coaching sessions are conducted from the office.

Remote coaching provides a safe space for growth and communication anytime it is needed. This freedom empowers people to engage, learn, and improve themselves in order to reach their goals.

3. Choice and compatibility

As a coach or as an organization, you will benefit from remote coaching. The traditional model limits you mostly to clients or coaches located near you since sessions tend to happen face-to-face. In a virtual environment, on the other hand, leaders can have broader access to top coaches all over the world ([Marshall Goldsmith Stakeholder Centered Coaching®](#) counts 4500 practitioners in 110 countries).

You can find certified coaches with different skill sets, expertise, background, and network, for reinforced chemistry during the sessions, a better understanding, higher interest, and increased effectiveness generated by the coaching process.

Without location constraints, coaches too can have access to a nearly unlimited pool of potential clients. You can expand your impact and reach internationally, thus multiplying your potential sources of income.



Even if team or group coaching is what you do, the remote model makes it easier to schedule the meetings and bring people together, which is more challenging in a physical environment.

4. Time and cost-efficiency

To participate in remote coaching, there is no need for commuting or having an office space: you save time, effort, and cost. The process will usually be more focused and time-effective, and you will be able to concentrate on the actions and outcomes required.

5. Information retention

If coaching through virtual platforms grows popular, it is also because it makes it easy to record sessions and take notes after receiving feedback or suggestions. It makes you more able to retain information, track progress, monitor improvements, and reflect back on the insights you give or receive during a call. It also makes support accessible with the distance of a simple click.

6. Encourages diversity

Online coaching brings together people from different locations, cultures, backgrounds, and perspectives. Part of its beauty resides in the diversity of new ideas and approaches it presents to its actors. Through diverse stories and experiences, along with differences in the way people work in different parts of the world, you will be able to enrich your knowledge and bring fresh perspectives to your table.

7. Spend more time with your loved ones

Everyone likes being able to maintain a greater level of flexibility when it comes to their schedules. Are you a business executive or a coach used to trips that require you to be frequently away from home and your loved ones? With a remote approach, you won't not have to do that anymore, or at least, not as often. It provides the perfect justification to stay close to your family.

No Obstacle That's Too High

This review of the many benefits of doing remote or virtual coaching would not be complete without taking into consideration a major objection that is often made — the lack of in-person interaction. This should of course be taken into consideration, particularly when you consider transitioning to a remote coaching career or model of engagement. Here are some of the challenges that online coaching might imply:

- You might find it harder to “read” body language and what is “not being said” due to the limitations of video conferencing.
- You might find distractions from the surrounding environment (loud noises, notifications, television, guests, etc.) that will cause your mind to be absent at times during the sessions.
- With an international coach or client, you might encounter cross-cultural differences with the potential to hinder the effectiveness of the process. You might also need to meet during unusual hours due to time differences.

Nothing here is insurmountable and it can all be mitigated and overcome — the most important factor being whether you are willing to demonstrate the necessary humility, courage, and discipline to develop your skills and make it work.

THE IMPORTANCE OF ADOPTING A SOLID COACHING PROCESS

Every coaching program works differently, but they all share a similar structure when it comes to the coachee's journey.

Step 1: Goal setting

The initial phase of the coaching process should always start with goal setting. The coach and the individual will start by exploring the personal needs of the individual along with the organizational needs that have to be addressed. Through self-assessments, coaches can figure out potential challenges that may arise, and together, the coach and the coachee come up with an action plan to overcome those challenges and meet the goals.



Step 2: Work towards growth

After establishing the desired outcome from the coaching process, the coach and the coachee will arrange regular sessions through video or audio calls. During these sessions, they will keep track of each progress, challenge, accomplishment, and then analyze it. Using different tools and approaches, the coach can help individuals learn how to achieve change and growth.

[Marshall Goldsmith Stakeholder Centered Coaching®](#) presents a guaranteed result approach — where importance is placed on the involvement of stakeholders during the coaching process. Once the individuals are clear on what behavioral goal they want to achieve, they also have to identify who the key stakeholders are.

Key stakeholders can be peers, managers, board members, or everyone who works together with the individual being coached. The role of these key stakeholders is to help the individuals stay on track and provide feedback on their progress — which is critical to the success of the coaching process.

Step 3: Follow-up and Reflect

Following up with the individual is the most important part of the coaching process — both in-person and virtual. The individuals can ask their key stakeholders for some feedforward suggestions. These kinds of questions keep the focus on the future, making the follow-up process efficient and focused.

If the individual is taking the coaching process seriously, the stakeholders will almost certainly report an improvement in their behavior. Building on that success, coachees repeat their goal setting to uncover additional areas of improvement. The stakeholders won't mind filling out a simple questionnaire to see if they see positive results, and the person being coached will benefit from constant follow-ups and targeted steps to improve their behavior.

7 RULES YOU MUST FOLLOW FOR GREAT VIRTUAL COACHING SESSIONS



To be effective, your coaching sessions must run smoothly, on time, as per the plan, and without interruption. Online, it is even more primordial, and the wisdom of experience dictated these no-nonsense tips you may want to follow.

1. Get the right equipment

Before starting your remote coaching journey, it is crucial that the parties get all the right tools that will be needed to avoid unnecessary hurdles along the way. Online coaching requires you to invest more on technical tools such as a good quality webcam, headphones with crystal clear audio and microphone, a reliable laptop, high-speed internet, and so on. Ensuring that you are well prepared in terms of equipment will minimize the risk of having communication breakdowns or barriers during the virtual coaching session.

2. Send a reminder email

To ensure that all parties are fully ready for the coaching session, the coach should send an email regarding what they should expect from the

session, what they should prepare, and get them excited about the upcoming session. This email also acts as a reminder, so that last-minute changes or cancellations could be avoided.

There are a lot of different tools that can make this process easier. You can utilize automated email or SMS scheduling tools to help send out a reminder or follow-up message to your clients. You simply need to create a template, and automation tools personalize the content. This will improve the overall experience for the client and allow you to save a lot of time.

3. Conduct coaching in a calm and familiar setting

To ensure a smooth virtual session, conduct it in a place that is calm and familiar. That way, you can ensure that you have your internet at its strongest, and you won't have to move around trying to stabilize a shaky connection. Being in a calm and familiar place like your home or your office will also allow you to feel more comfortable, allowing you to fully focus on your session.

4. Prepare yourself

Although you are doing this from home, remember to always dress the part. Dress appropriately for the occasion and check yourself in the mirror to make sure you look presentable and professional.

Aside from that, pay attention to your background. Be sure that you don't have anything distracting around you, such as phone alerts, unwanted guests, or noisy pets that will distract the involved parties. You can use different tools to help eliminate distractions, such as a virtual background or noise-canceling headphones, or a noise reduction program.

Also, be mindful of the distance between you and the screen. It is psychological but you can be perceived as threatening when you are positioned too close to your screen. You want to make your counterpart feel as comfortable as possible, so make sure that you are close enough to keep the focus on you, but not too close.

It is finally smart to test out your gadgets and connectivity to ensure that everything runs smoothly beforehand. Be proactive and put up a plan to activate in case of encountering technical issues to secure a smooth coaching experience.

5. Prepare your session

Before starting the virtual conference, it is wise for the individuals being coached to come prepared, and for remote coaches to prepare the client on what to expect beforehand.

As the organizer and conductor, the coach should also provide a glimpse of what will happen during the session and how it will be different from an in-person interaction.

Introducing or performing a demo of the tools and technology that will be used throughout the coaching process is recommended to become familiarized before attending. Always take the proper time to educate your guests and offer the necessary support, guidance, and resources.

6. Build rapport by connecting via video conferencing

When possible, connect via video instead of just audio or text. Face-to-face interactions go a long way to establishing and building great rapport as you get to share an understanding of what is going on between the participants during the process.

With video calls, both parties can see each other's facial expressions as well as different gestures — which is essential for effective communication.

Although there are differences between virtual and in-person coaching, you can still apply several approaches and techniques you usually use during an in-person coaching session to your online session. Using different gestures to emphasize your point, maintaining eye contact (to the camera, not the screen), and using different items around you to illustrate your points will maximize your virtual session.

Note: Remote coaches need to be prepared to handle clients who might prefer an audio-only session. This means they will not be able to see the individual's body language and expressions, so they might need to pay extra attention to the way they speak and ask more detailed questions.

7. Remind everyone to be committed

This is probably the most important factor in the success of remote coaching. The key to effective coaching is the ability of all participants to stay focused and committed in the moment. Although it might sound simple, it can be difficult to implement. When people are addicted to their devices, a multitude of distractions can cause them to lose focus, whether it is a notification or the desire to multitask and get some work done. So before you start or anytime it is necessary, try to remind the individual and yourself to stay focused and be fully present for the session.

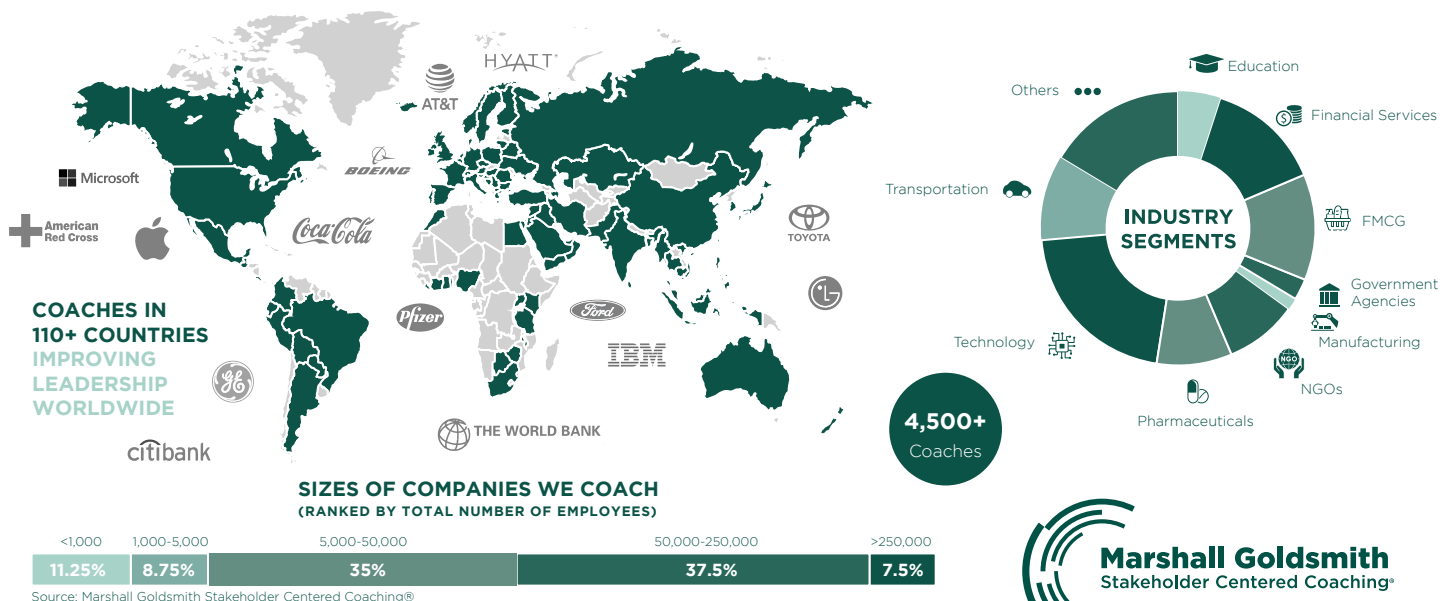
THE WORLD'S BEST WAY TO LEARN IS TO LEARN FROM THE BEST

In our era of rapid technological disruption and transformation, the only secure way to thrive is to quickly adapt to new solutions and approaches, hop on the wagon while it is still in the station, equip yourself with solid tools for the next phase of your journey, and start anticipating the next revolution in the landscape. This is true for leaders and coaches alike, so if you haven't considered it yet, there is no time to waste. Now is undoubtedly the perfect time to explore [Marshall Goldsmith Stakeholder Centered Coaching®](#).

With this unique program — designed after the coaching process popularized by the world's #1 leadership thinker Marshall Goldsmith for professionals who are interested in transitioning to a coaching career, and for coaches who want to deliver measurable results for their coaching clients as he does — you will differentiate and set yourself up with a solid, proven and well-recognized methodology.

The World's Largest Executive Coaching Company Serving Leaders at Fortune500s and SMEs Around the World

Over the past 20+ years, we've improved leadership effectiveness around the world, including in one-in-three Fortune 500 companies, with our proprietary Stakeholder Centered Coaching® methodology. Our brand is trusted because we consistently deliver improved leadership with measurable results.



You will be able to pursue your training and conduct your coaching sessions entirely online, even when it comes to involving stakeholders. Everything was crafted with remote coaching in mind:

- All-in-one Coach's Portal and E-Learning Dashboard
- Online Mentorship Program and 7 Skill Practice Sessions with world-renowned coaches
- Online Founders Q&A every month
- Session recording for skill refinement
- Supportive coaching community and peer-to-peer learning groups

Become a certified member of the world's largest executive coach network with over 4,500 coaches around the globe. Fueled with the world's most accoladed executive coaching program, your affiliation will reinforce your coach profile and visibility. And much more!

Take the first step today. Learn more about our program by:
Downloading our brochure [here](#)
Getting in touch with a program advisor [here](#)

More sources:
[Squarespace.com](#)

[Whatisfullformof.com](#)

[Weshare.net](#)

