

Becoming an Evocative Coach Practice Guide
Chapter 1: Activity 6

Activity 1.6 Coaching Platform: Write a coaching platform that puts into words your hopes and intentions as a coach. A coaching platform states clearly and concisely how you understand the purpose of coaching as well as how you frame your aspirations and view your possibilities for fulfilling that purpose. Our coaching platforms are dynamic wishes for how we intend to show up for our coachees. They evolve over time as we do and can be reimagined often.

*What are the basic
values, beliefs, and
ethical standards that
will inform your
coaching practice?
How do you hope to
enhance the
professional
development of those
with whom you work?*

*What will you do to
become the coach you
just described?*