



## CHAPTER 4

# CREATING YOUR COACHING MISSION AND VALUES

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PATHWAY TO LIFE COACHING PROGRAM



# FOREWORD

In this chapter, we'll be looking at the all-important aspect of having a **mission and values** to drive your coaching positioning and practice forward. As a must-have, these elements are vital building blocks of any successful coach.

# COACHING MISSION & VALUES

So, let's start by looking at what a mission statement is. It resembles a declaration that is short and personal. It briefly states your purpose, helping you to clarify, inspire, and focus your passion, thoughts, plans, and actions on achieving your vision.

As such, your mission is an expression meant to substantiate and specify your vision. Think of your vision as the “**What**” and “**Why**,” and the mission of the “**How**.” While your vision puts a beacon of your dreams high in the sky, this beacon is the guiding light for your daily plans and actions through your mission.

For instance, if you're a parenting coach, your vision may be for all parents to use their honor, pride, and love to raise happy and successful children. It does not say how you're going to achieve your ideal, just what you're aiming for overall.

# CREATING YOUR COACHING MISSION STATEMENT

Having a vision is a good start but, without a mission statement, your vision will remain a far-away dream with occasional glimpses that will frustrate you at times because it seems so distant and unattainable.

A clear mission statement facilitates goal setting and a blueprint for action that will make your vision achievable as you move step by step in the right direction.

For example, the mission statement of the **European Mentoring & Coaching Council** is to “*Develop, promote, and set the expectation of best practice in mentoring, coaching, and supervision globally for the benefit of society.*”

The **Association for Coaching** wants to “*Inspire and champion coaching excellence, to advance the coaching profession and make a sustainable difference to individuals, organizations, and society.*”

**LinkedIn** declares, “*Our mission is to connect the world’s professionals to allow them to be more productive and successful.*”

And **Twitter** vows, “*To give everyone the power to create and share ideas and information instantly, without barriers.*”

The **Jay Shetty** mission is simply to “*Make wisdom go viral.*”

I believe wisdom is the fountain of real strength, giving the courage to fight the darkness of selfish greed and ignorance, and the power to choose love, compassion, and empathy.

**I want wisdom to spread to every corner of the globe.** To uplift and enrich the poorest, most disadvantaged, and wounded people. To break down barriers and open eyes.

Wisdom levels the playing field. Like the universe is expanding at a mind-boggling pace faster than the speed of light, with the Internet and social media, wisdom, too, can travel instantaneously. One example is that we are doing this course together, right now, right here!

As you can see, your mission statement should embody your vision or dream to ignite a spark that sets you in motion to turn your passion into action.



*I want wisdom to spread to every corner of the globe. To uplift and enrich the poorest, most disadvantaged, and wounded people. To break down barriers and open eyes.*

Here are a few questions that I use from time to time to reassess my vision and mission. Chances are good it will also help you create your life coaching vision and mission statements.

How does the world look like that **I want to live in?**

What do I **believe in?**

Whom do I **want to help?**

What gets me **out of bed** in the mornings?

What is my **purpose and meaning** in life?

What **motivates and energizes** me?

How do I want to be **remembered** after I'm gone?

What **impact and change** do I want to have on the world?

How and what do I want to **contribute to others?**

Of course, we have spoken about choosing a coaching niche in the previous chapter. You should also keep this niche in mind when you design your mission. When everything is aligned – your vision, mission, niche, and strengths – you have the best chance at success. Make sure you develop a set of values to guide your decisions and practice too.

In this lesson's exercise track, I ask you to formulate your coaching mission statement and set of values. But first, let's look at creating your values as a coach.

# CREATING YOUR SET OF VALUES AS A COACH

All coaches must have a list of their core values that are clear and specific to their vision, mission, and goals. These are the features that form the “playing field” of your coaching practice. It sets limits that you are unwilling to cross and ideals that you aspire to uphold.

In psychology, the core principle upon which all else rests is beneficence and non-maleficence. Psychologists must do their best to their ability and means to protect the wellbeing and rights of clients and avoid causing harm. The same fundamental responsibility and value apply to life coaches.

What are values?

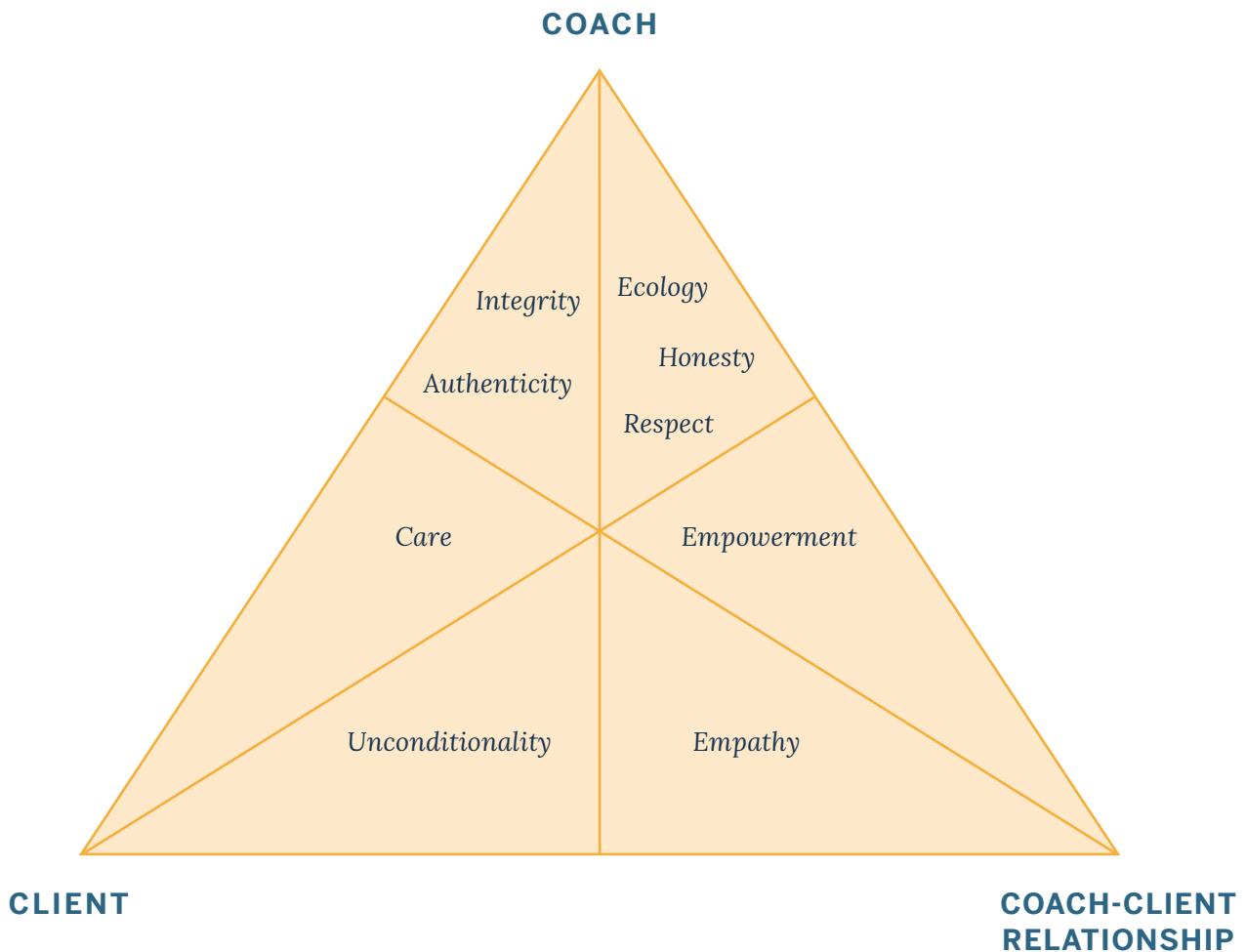
- ★ Values represent your judgment of what is **essential** in life.
- ★ Values are your deeply held **standards of behavior**.
- ★ Values reflect the **importance and worth** of something for you.
- ★ Values guide your **decisions**.

In other words, your values are what motivated you to become or think about becoming a coach. Values guide the decisions you make as a coach about your clients and your objectives.

But values are not set in stone or static. They can, and should, evolve as your knowledge, experience, and circumstances change. Values also have a strong valence or emotional charge.

When what we experience is aligned with our values, we are happy and satisfied. When our values are violated, we feel disappointed, disillusioned, angry, and sad.

**Bettina Pickering**, a leadership and business transformation coach, suggested that the critical values of a coach lie within a triangle bordered between the coach, client, and coach-client relationship.



Although most of these values speak for themselves in the coaching environment, here is a very brief explanation of each.

- 1     **Ecology** - the dynamic balance of causes and consequences based on the relationship between your thoughts, feelings, behavior, values, and beliefs.
- 2     **Honesty** - telling the truth and reflecting it in your actions.
- 3     **Respect** - recognizing and acknowledging each client's intrinsic value.
- 4     **Integrity** - sticking consistently and without compromise to your values and moral principles.
- 5     **Authenticity** - representing yourself with openness, transparency, and accountability.
- 6     **Empowerment** - allowing and equipping clients to make decisions and determine their outcome.
- 7     **Empathy** - understanding a client's perspective and sharing their thoughts, feelings, and emotions.
- 8     **Care** - walking the extra mile to benefit your client.
- 9     **Unconditionality** - not basing your acceptance or approval of a client contingent on certain qualities or performance.

There are many more spin-offs and related qualities, but, for me, these nine values represent the essence of what it means to be a life coach. We all possess these at different levels and in unique combinations, but the great news is that each one can develop with practice and repetition. In the [Jay Shetty Certification Program](#), I will show you in more detail all the tools and techniques that you can use to do this.

# COACHING PROFESSIONAL CODE OF CONDUCT & ETHICAL STANDARDS

In many aspects, formal coaching is a relatively new profession and lacks standardization and regulation that guide other helping providers to give the best level of care to their clients.

You may think that codes and rules are a bad thing. But, having a representative professional body oversee standards not only protect clients but coaches too.

In the coaching world, codes and rules of conduct and ethics are in a development phase. The two largest global coaching federations, the **Association for Coaching** (AC) and the **European Mentoring & Coaching Council** (EMCC), both have their own set of standards to govern and guide their members.

The AC and EMCC credential coaches and accredit programs, using their respective codes to standardize and protect the industry and manage complaints. **The Global Code of Ethics** subscribed to by the AC, EMCC, and three additional professional associations address professional conduct, conflicts of interest, confidentiality, and continuing development.

These standards and ethics encourage and support the optimal set of values that enables a coach to provide the best service to

clients. It regulates the standards so that coaches are held to a high level of professionalism and accountability, which helps to ensure consistent quality in the industry.

So, as soon as possible in your coaching career, I urge you to **get acquainted with the codes and rules** that govern coaching in the geographical area and niche of your practice.

## NOTE PAD

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Notes on **Chapter 4: Creating Your Coaching Mission and Values**

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## REFLECTION POND

# Aligning Your Vision, Mission, and Values

I have stressed the importance of having a coaching vision, mission, goals, and plans aligned with your values, knowledge, experience, and character strengths.

Now, I want you to think about the benefits of such an alignment. In other words, how can having such a coherent strategy benefit you, your clients, and your practice? Write down at least **three advantages** and be as specific as possible.

Then, on the flip side, think about possible consequences or difficulties when there is a conflict between your vision, mission, and values, or it is not supported by your knowledge, experience, or strengths. Write down **three obstructions** or harm that it can cause.

## WORKBOOK

Date

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*Advantages*

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*Obstructions*

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## EXERCISE TRACK

## EXERCISE 1

# Your First Coach Mission Statement and Set of Values

Now that you appreciate the importance of having a mission statement and values that support your vision and abilities, I want you to develop your own. Your mission will become the basis of your coaching career, and, possibly, your life in other areas too, so invest enough time and effort in the exercise.

Do the following to get started.

By answering four essential questions, you will have the information you need to synthesize your mission statement.

1	<b>What do I do (or want to do)?</b>	2	<b>How do I do it (or want to do it)?</b>
3	<b>Whom do I do it for (or want to do it for)?</b>	4	<b>What (specific) value do I bring?</b>

**EXERCISE TRACK**

Be brief, but avoid being vague. Define your purpose and inspiration. Think long-term and don't limit yourself. Don't be afraid to get input from family, friends, peers, and clients. Rewrite your mission statement whenever needed.

Do an Internet search for good examples of mission statements of some of the world's best-known companies.

## MISSION STATEMENT WORKSHEET

Date \_\_\_\_\_

What do I do best (or want to do)?  
\_\_\_\_\_

How do I do it (or want to do it)?  
\_\_\_\_\_

Whom do I do it for (or want to do it for)?  
\_\_\_\_\_

What specific value do I bring (or want to bring)?  
\_\_\_\_\_

### **My First Mission Statement!**

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Fill in the blanks to create your first mission statement!

To [what you want to do] by [how you'll do it]  
so that [what impact you hope to make].

## LIBRARY

# Why are Codes and Rules Important?

I have already explained why knowing and practicing by industry professionals, and ethical codes and regulations are vital to have a responsible and sustainable coaching practice. It is the backbone of maintaining a legitimate and credible business.

It is an excellent start to become familiar with similar guidelines in other, perhaps better-regulated, relevant fields to make sure that your values support these standards.

Therefore, I would like you to read the **Code of Conduct by the Association for Coaching**.

So, now that you know more about the importance of having a coaching mission statement and professional set of values to guide you let's look at what to expect in the next chapter.

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