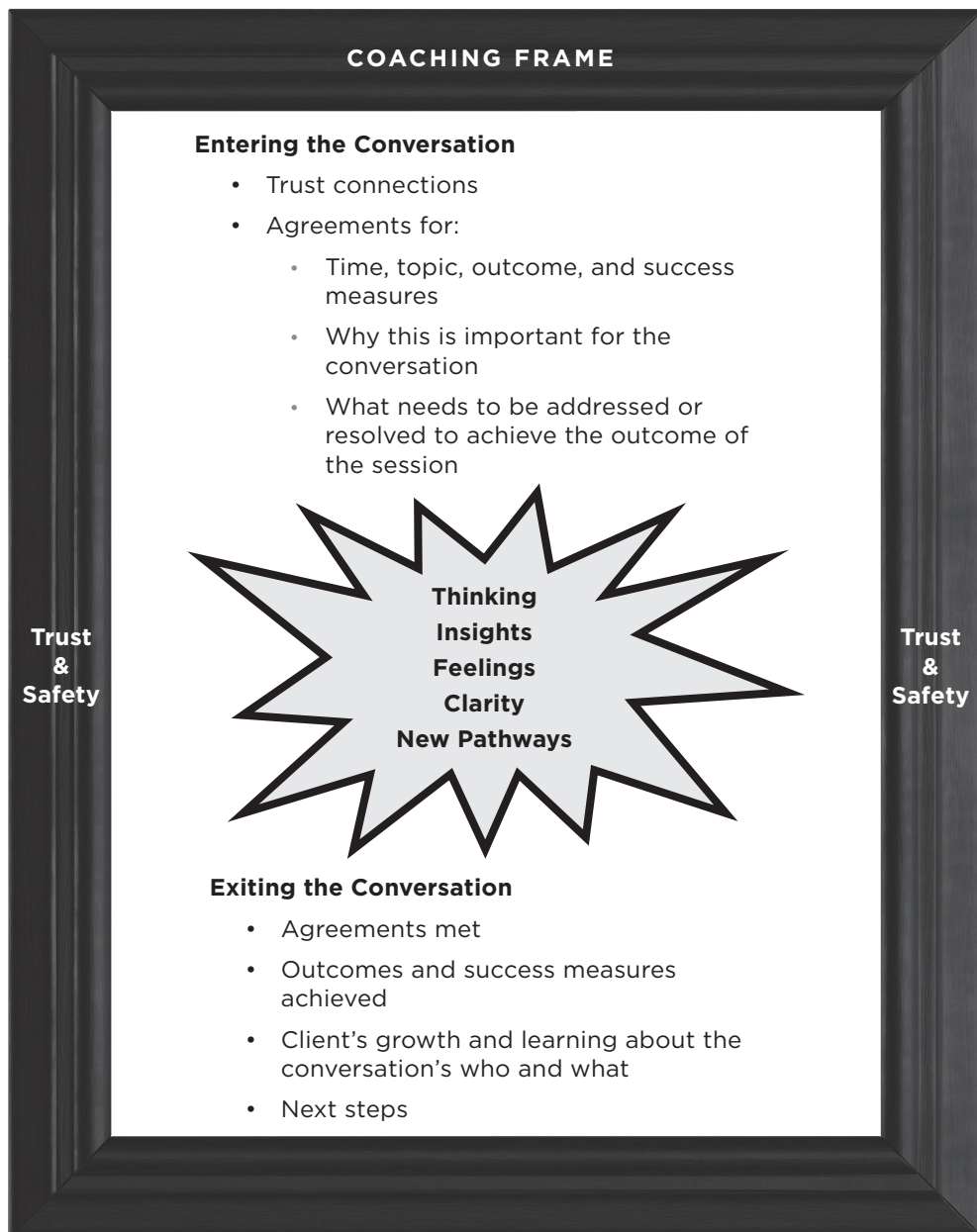


The Results Coaching Conversation Frame

This frame is designed to guide coaches through the process of a coaching conversation. While coaching is not a linear process and every coaching conversation is unique, this helpful tool steers coaches through the critical attributes of a coaching conversation. By following the frame and using the International Coaching Federation's (2025) coaching competencies, coaches will be of genuine service to the person they are coaching.

Remember: You are coaching a person (who) and a situation (what). Both are important aspects of a conversation. (We understand that not every person you coach will be a formal client.)



COACHING FRAME

Entering the Conversation (Trust and Safety Connection)

Trust is the spoken and unspoken behaviors of the coach that communicate to the client that they are in a safe and respectful place. Trust and safety permeate the conversation through actions like the following.

- A smile and a caring opening question or comment: "How are you?"
- A "status" comment reflecting what you see in the person: "It's always a pleasure to spend time with such a thoughtful thinker."

Beginning the Conversation (Topic Focus)

- **Topic focus:**
 - "What would you like to focus on in this conversation?"
 - "In the time we have agreed on, what's most important for you to think through?"
- **Outcome:**
 - "By the time we end our conversation, what do you want the outcome to be?"
 - "What would you like to walk away with by the time we end our conversation today?"
- **Success measures:**
 - "You said you wanted _____ as an outcome of this conversation. How will you know when you have arrived at the outcome?"
 - "What are some success indicators related to the outcome that you would like to have by the end of the session?"
- **Why this is important:**
 - "What is important to you about this topic right now?"
 - "What makes this outcome important to you?"
- **Items to address to achieve the outcome:**
 - "What needs to be addressed in this conversation for you to accomplish your goal or outcome?"
 - "What might get in the way of you achieving your session outcome or goal?"

Explore: Thinking, Insights, Feelings, Clarity, New Pathways

Exiting the Conversation

- "As we move into the last portion of our time today, where are you in relation to your session outcome and measure of success?"
- "What was the most important thing you learned about yourself and your goal or situation in this conversation?"
- "How will you take this learning forward, beyond this conversation?" ("What are your next steps?")
- "What might get in the way of you moving forward with your desired outcome?"
- "Who or what resources might support you in the actions you desire to take?"
- "During this conversation, you demonstrated courage and determination to accomplish your goal. [Give affirmation.] What would you like to appreciate about yourself in this conversation?"
- "What would make this conversation complete for you today?"

Trust
&
Safety

Trust
&
Safety

REFERENCE

International Coaching Federation. (2025, September 8). *2025 ICF Core Competencies*. Accessed at <https://coachingfederation.org/wp-content/uploads/2025/09/icf-cs-core-competencies-2025.pdf> on October 27, 2025.

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