



Guiding Principles

for NHS Wales People Profession Coaches

Introduction Welcome and thank you for offering up your time to be an NHS Wales People Profession Coach. To ensure that our coaching program is supportive and effective, we've developed a set of guiding principles. These principles are designed to help you provide the best possible coaching experience to our dedicated NHS people professionals. They focus on building trust, encouraging growth, and maintaining a high standard of coaching practice. In fostering a productive and respectful coaching environment that maximises the benefits of coaching.

Principles for Coaches

| Principle | | Description | Considerations |
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| 1 | Professionalism and Ethics | Maintain Confidentiality | Ensure that all interactions and shared information with coachees remain confidential. |
| | | Set Boundaries | Clearly define the scope of your coaching provision, including what is and isn't included. |
| | | Empathy and kindness | Always be understanding and kind. Remember, everyone has their own struggles and emotions, and your compassion can make a big difference. |
| | | Active Listening | Pay close attention and really listen to what your coachee is saying. Avoid interrupting and show that you value their thoughts and feelings. |
| | | Non-judgmental | Approach every conversation without judgment. Respect the diverse backgrounds and experiences of the NHS staff you're coaching. |
| | | Respect and Cultural awareness | Show respect and empathy for all coachees, acknowledging their unique backgrounds and perspectives. Respect and understand the cultural backgrounds of your coachees. Adjust your coaching style to be inclusive and culturally sensitive. |
| | | Ethical Conduct | Follow professional and ethical standards in all coaching and/or mentoring interactions. Follow the ethical guidelines of professional coaching. Always act with integrity and in the best interest of your coachee and the NHS. |
| 2 | Competence and Development | Continuous Learning | Engage in ongoing professional development to enhance coaching skills. Seek feedback and keep learning to be the best coach you can be. Keep updated on the latest best practices in coaching and healthcare. |
| | | Proven Techniques | Stick to coaching methods that are backed by research. |
| | | Certifications | Hold relevant certifications and qualifications, and stay updated on best practices in coaching. |



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| | | Self-Reflection | Regularly reflect on your coaching practice to identify areas for improvement. |
| 3 | Communication | Clarity | Communicate expectations, processes, and goals clearly with coachees. |
| | | Self-discovery | Empower and encourage your coachee to take charge of their development. Use reflective questions to help them discover their own strengths and solutions. |
| | | Accountability | Encourage your coachee to take responsibility for their progress. Support them in sticking to their commitments and goals. |
| | | Feedback | Provide constructive feedback and encourage coachees to do the same. |
| | | Availability | Be responsive and accessible within the agreed-upon times. |
| 4 | Goal-Oriented Approach | Individualised Plans | Help your coachee set clear, achievable goals that match their professional growth and the needs of the NHS. Regularly check in to make sure these goals are still relevant. |
| | | Actionable Steps | Help coachees create actionable plans and milestones to track their progress. |
| 5 | Technology Proficiency | Platform Familiarity | Ensure familiarity and proficiency with the HEIW Coaching and Mentoring Hub's features and tools. |
| | | Security | Ensure all communications and documents shared through the platform or other means are secure. |
| 6. | Capacity | Personal and Professional Time | Be honest and transparent about your capacity to deliver coaching, ensuring to prioritise workload and manage time effectively. |
| | | Maximum number of active Coaching and Mentoring relationships | Be aware that the HEIW Coaching and Mentoring Hub allows a maximum of three Coaching and/or Mentoring relationships at any given time. |
| 7. | HEIW Coaching and Mentoring Hub | HEIW Coaching and Mentoring Hub Language | The Hub uses the terms "Mentoring/Mentor" to mean both mentoring/mentor and coaching/coach. |
| | | HEIW Coaching and Mentoring Hub Resources | Utilise available resources on the hub to support effective use of hub functionality. |
| 8. | Recommendations | Coaching Session Quantity and Timescales | HEIW recommends coaching should typically consist of approximately six hours of support, and the way in which this is managed should be distributed throughout the year between the Coach and Coachee. |
| | | Chemistry Session | HEIW recommends that each coach and coachee agrees to a short chemistry session to ensure that you are the right fit before committing to longer term support. |