

## 3. Core Coaching Principles

### Growth Mindset

- **Definition:** A growth mindset is the belief that abilities and intelligence can be developed through effort, learning, and persistence.
- **In Coaching:** Coaches encourage clients to see challenges as opportunities, embrace setbacks as learning experiences, and cultivate resilience.
- **Impact:** This principle helps clients shift from limiting beliefs to empowering ones, unlocking long-term personal and professional growth.

### Client-Centered Approach

- **Definition:** Rooted in Carl Rogers' humanistic psychology, this approach emphasizes empathy, congruence, and unconditional positive regard.
- **In Coaching:** The client is seen as the expert in their own life. The coach facilitates discovery rather than imposing solutions.
- **Impact:** Creates a partnership where the client leads and the coach supports, fostering autonomy and deeper transformation.

### Active Listening & Non-Judgment

- **Active Listening:** Coaches listen beyond words—attending to tone, body language, and emotions. This builds trust and ensures clients feel truly heard.
- **Non-Judgment:** Coaches suspend personal biases, creating a safe space for clients to explore openly. Non-judgment doesn't mean abandoning critical thinking; it means assuming clients are doing their best and respecting their perspective.
- **Impact:** These skills deepen connection, reduce defensiveness, and empower clients to engage authentically in the coaching process.

## Key Takeaway

- **Growth mindset** fuels resilience and possibility.
- **Client-centered approach** empowers clients to lead their journey.
- **Active listening and non-judgment** build trust and transformation.

Together, these principles form the **ethical and practical backbone of effective life coaching**.