

## Transactional versus Transformational Coaching

May, 2022

What do you want?  
What will this give you?

What do you need  
to resolve to  
move forward?

What will you  
commit to do  
now?

**Transactional Coaching** (Linear Process) is really problem-based coaching. The coach is focused on the problem the coachee outlines and helping the coachee find practical, implementable solutions.

Transformational coaching  
requires exploring other dimensions

**Personal relationship to outcome**

- › Why is this important to you now?
- › What is missing for you or stopping you from moving forward?

**Beliefs, fears, assumptions affecting actions**

- › How real are the consequences you fear?
- › Is the gain worth the risk?
- › Who will judge your actions?
- › What will you regret not doing a year from now

**Transformational Coaching dives below the surface** to focus on changing the thinking and perspective by exploring their beliefs, assumptions, and values.

This results in a changed perspective on the presenting problem, opening up space for other solutions and opportunities for growth.

This type of coaching focuses on the person not the problem to help the them reach their greatest potential.

Adapted from:  
Reynolds M. Coach the Person, Not the Problem:  
A Guide to Using Reflective Inquiry. Oakland: Berrett-Koehler; 2020.