

Study of client experience with co-active coaching

In Comparison with client-centered therapy

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Abstract

The purpose of this paper was to clarify the characteristics of co-active coaching. We conducted a client survey, analyzed the data and compared co-active coaching with client-centered therapy. Three results were obtained. First, client motivation for receiving co-active coaching was to discover unknown aspects of the self and make changes. Second, this study showed that client changes included self-realization and self-acceptance, and improved relationships with others, which can be described as self-insight according to client-centered therapy. Many clients in psychotherapy hope that their mental problems will be cured or improved, and that they might gain self-insight. On the other hand, co-active coaching clients hope to act according to awareness from self-insight. Third, the results of this study indicated that the client-coach relationship was generally good and that rapport could be established. These results have clarified that clients had self-realization and self-acceptance in client-coach relationships, which was good, and rapport was established, and that clients wanted to continue growing by themselves. These results show the same effects as psychotherapy. In addition, this study indicated that co-active coaching was similar to client-centered therapy, for example, in terms of its view on humanity, the client-coach relationship, and other methods. Finally, the results of this study indicate that co-active coaching is a useful technique in psychotherapy, that it focuses on the concept to achieve potential, that it refers to client-centered therapy concepts and method, and that it is an easy style for mentally healthy persons.