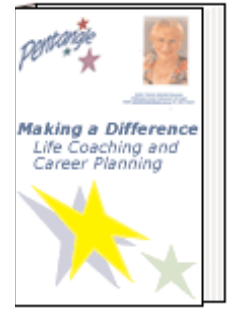


How Personality Profiling Helps the Client and the Coach



By Pamela Wakefield-Semmens, MAPS, CPA, CEO Pentangle Pty Ltd., VIP Coach.

Personality profiling has been used for many years in business, counselling and school settings. Coaching is an emerging industry that can also benefit from this practice.

Some of the benefits personality profiling offers the client are:

- Greater understanding of personal preferences and style
- Insight into abilities and interests to help consider career options
- Knowing self better in order to know others better
- Being challenged to try new ways of perceiving and behaving
- Acceptance of positive aspects of self and recognition of negative habits

Some of the benefits personality profiling offers the coach are:

- Knowing what might be holding your client back from achieving their goals
- Understanding how best to coach and support your client
- Discovering your clients strengths
- Recognising your client's areas of vulnerability
- Finding out whether you need to refer your client to another professional

Personality profiling is a useful start to a coaching program to help determine personal growth needs or career goals, but can also be useful as a pre- and post measure to look for behaviour change. The key to ethical and proper use of profiling tools is to understand them thoroughly and to use them only for the purposes for which they have been designed. Some profiling tools are psychometric in that they have been tested for their reliability and validity in measuring more fixed personality traits and can usually provide comparisons with standard population norms. Other profiling tools can also be useful in that they provide individual insights into current behaviour or perceptions that are not fixed and can change.

At the beginning of a coaching relationship it is helpful to use a psychometric profiling tool that includes measures for depression and stress, as the best way to screen for any problems or issues that might need to be referred to another professional. However, during a coaching relationship it is often more empowering for a client to use profiling tools that can be completed and scored by themselves, together with information that allows them to make an initial interpretation before discussing their profile with their coach. This helps to differentiate the coach-client relationship from the psychologist-client relationship.

Always follow ethical codes of practice and ethical guidelines in using any of these coaching tools. Useful guidelines are offered by the Australian Psychologists Society - although these guidelines have been developed for psychologists they also serve to remind coaches of best ethical practices. Remember personality data is personal data and is therefore subject to privacy laws. Any personality profile data needs to be kept securely with access being limited to those who have permission, usually only the coach and the client.

If you are in a coaching relationship as a coach or client, why not explore the possibility of discovering useful insights by using profiling tools? You may be surprised and delighted with the outcome! If you are a coach and would like to know more about useful profiling tools you might be able to use with or without accreditation **contact: pamelaws@pentangle.com.au**