

# Finding the Best

## The ABCs of Coaching

*“Coaching is the art of listening to and encouraging a storyteller with an aim of meeting that storyteller’s goals.”*

Don Falkos

### **Coaching Methodology**

the steps of the coaching process

1. **Attending** – listening attentively, trying to take in as much of the experience as possible

*"Listen carefully to my words;  
let this be the consolation you give me."*

Job 21:2 (NIV)

2. **Bravos** – admirations, appreciations, and praises

*"Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things."*

Philippians 4:8 (TNIV)

3. **Clarifications** – clarifying questions from the teller and the coach

*"If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you."*

James 1:5 (TNIV)

4. **Direction** – suggestions, giving the teller a direction to take for improving the story or the presentation

*"let the wise listen and add to their learning,  
and let the discerning get guidance—"*

Proverbs 1:5 (NIV)

Copyright 2008

Don Falkos, 6218 Countryside Lane, Madison, WI 53705

don@blessedbythespokenword.com (608) 852-4946 www.blessedbythespokenword.com

*“I hung on your words while you spoke,  
listened carefully to your arguments.  
While you searched for the right words,  
I was all ears.”*

Job 32:11-12a (The Message)

### **Coaching Principles** the coach's creed

1. Every storyteller has the potential to succeed.
2. The storyteller is always in charge of the coaching process.
3. The coach must do everything possible to see that the goals of the storyteller are met.
4. Everything that happens in the coaching arena must be held in strict confidentiality.

*“The most important thing we can do for a  
storyteller is listen – really listen – not listen to  
respond, but listen to understand.”*

Don Falkos