

TOOL

Developing a Coaching Vision and Mission Statement



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Developing a Coaching Vision and Mission Statement

Purpose

This tool helps you clarify your beliefs, values, and intentions as a coach, so you can show up with greater purpose and consistency in your work. A clear vision and mission help guide your decisions, shape your coaching moves, and anchor you in moments of uncertainty.

When to Use

Use this tool when you are developing your identity as a coach, feel misaligned or unclear in your work, or want to reconnect with your purpose and refine how you define effective coaching.

How to Use It

Reflect on each prompt and capture your thinking in writing. You may return to and revise your responses over time as your beliefs and experiences evolve. There are no “right” answers—focus on what feels true and meaningful to you.

Developing a Coaching Vision and Mission Statement

My core values are...

My definition of coaching is: I coach teachers because...

I know I'm an effective coach when...

I know I did a good job coaching when, by the end of a coaching conversation, my client...

I hope that as a result of my coaching, this will be true...

WHAT'S NEXT

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- Turn even a 15-minute conversation into a catalyst for change.
- Build confidence through clear frameworks, live practice, and targeted feedback that turns uncertainty into expertise.
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- Access proven coaching strategies exactly when you need them, 24/7.
- Develop your unique coaching style with personalized feedback and guidance.
- Eliminate isolation by joining a professional community of coaches facing similar challenges and finding success.

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