



## PURPOSE WITHIN

DEVELOPING LEADERS  
& ORGANIZATIONS

**Purpose Within** LLC is a Virginia-registered company with operating experience in the US and internationally. A small, woman-owned business, we provide leadership and organizational development services, including coaching, training, and facilitation to mission-driven organizations; and deliver project management and program design support services to training and capacity building providers. We partner with nonprofits, educational institutions, local, state and Federal government agencies, and private sector clients.

With a deep commitment to leaders, teams, and organizations, our vision is to support our clients on a path of discovery and empowerment:

- To identify and cultivate their own purpose within
- To develop their internal capacity to realize their mission and fullest potential.

### Our Leadership Coaching Approach

**Purpose Within** applies the best practices of the International Coaching Federation and the Institute for Transformational Leadership at Georgetown University (an ICF-accredited coaching training program). Our leadership coaching philosophy is grounded in the **Co-Active Coaching** model<sup>1</sup>, as well as other complementary approaches:

- We start with this assertion: people are, by their very nature, creative, resourceful and whole. They are capable: capable of finding answers, capable of choosing, capable of taking action, capable of recovering when things don't go as planned, and especially, capable of learning.
- The term Co-Active refers to the fundamental nature of a coaching relationship in which the coach and coachee are active collaborators...this is a relationship – in fact an alliance – between two equals for the purpose of meeting the coachee's needs.
- We believe coaching is chiefly about discovery, awareness and choice. It is a way of effectively empowering people to find their own answers, encouraging and supporting them on the path as they continue to make important life-giving and life-changing choice.
- Coaching is not about solving problems, although problems will be solved.
- A coach is someone who cares that people create what they say they want and that they follow through when they choose. The coach is there to hold people accountable and keep them moving forward toward their dreams and goals.
- Evoking transformation is a cornerstone of this model.
- Coaches play a key role, by holding a vision of what is possible and through their commitment to transformative experience. Coachees still choose the topic, the action and the results they want.

### Learn more about leadership coaching:

- [Five Great Reasons Why You Should Get an Executive Coach](#) by Gordon Tredgold
- [What Can Coaches Do For You?](#) by Diane Coutu and Carol Kauffman
- [Six Ways An Executive Coach Can Make You More Successful](#) by Erika Andersen
- [Four Reasons Your Leadership Coach Could Also Benefit Your Team](#) by Shawn Kent Hayashi

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<sup>1</sup> Source: Kimsey-House, H., Kimsey-House, K., Sandahl, P., and Whitworth, L. (2011). *Co-Active Coaching, Third Edition*, Boston, MA, Nicholas Brealey Publishing.