



Leadership Coaching: Frequently Asked Questions

How are NAS coaches different?

NAS Leadership Coaches are different in a number of important ways:

- 1) Coaching in the arts and culture field is not new, but leaders can become frustrated when coaches lack nuanced knowledge about the sector. NAS Coaches come from a broad range of disciplines and geographies and are established leaders in their own right. Most have extensive experience guiding individuals and teams and are now putting a formal structure around what they've been doing naturally for years.
- 2) They are trained specifically to help leaders develop the innovative, nimble and inclusive mindsets they need to face and move through society's current crisis, and the challenges and opportunities this presents the arts and culture field.
- 3) Through this crisis, NAS is hearing how alumni are returning to the tools learned in our programs. Where appropriate, NAS Coaches are able to offer clients the recently enhanced NAS Toolkit; a rich repository of various models, frameworks and other resources built from 20+ years in cultural leadership and learning.
- 4) Most coaches operate in isolation. NAS Coaches are a group of 20 seasoned arts and cultural leaders, forming a community of practice, research, ongoing learning and support during and after the program. This has benefits for both coaches and our clients.

Am I coachable?

To be really “coachable”, you should be able to answer “yes” to these questions. If you answer “no” to more than two you should perhaps pause from applying at this time.

1. Do I shift comfortably from leader to learner?
2. Am I interested in who I am and how I interact with the systems and people around me?
3. Do I have an established habit of self-reflection?
4. Do I consider myself resilient, solid and stable?
5. Do I feel accountable to myself and others?



How is coaching different to mentoring or consulting?

NAS coaches are experienced leaders, but they're not consulting or mentoring. While these professions' communication skills – asking questions, active listening, summarizing, etc. – may be similar, they are very different to coaching. Counsellors are trained to help clients diagnose and deal with the past or dysfunction. Mentors are wise and trusted guides and advisors; people sharing their experiences while bringing their “mentee” up the ranks. Consultants are experts providing their advice, opinions and solutions. Consultants provide answers, whereas coaches work to elicit them from their clients. Your coach brings extensive expertise that forms the foundation to offer their coaching expertise, not the focus or particular topic being coached. Coaches are more results- and future-oriented.

My preferred coach is a very experienced leader, can they support me with consulting?

Mostly coaches will work to uncover their clients' unique way of addressing the problem, on top of objectively understanding why and how the client is operating in this situation. In a few instances, coaches and clients may choose to work together to develop solutions to the clients' challenges. In rare cases the coach will, at the client's request, “take off their coaching hat” and provide some different perspectives as to how they might approach the issue.

How does Pay What You Can work?

While NAS Leadership Coaches are in training, we are offering this service on a Pay What You Can basis. Please consider your annual income and responsibility levels in determining your payment amount for four months of coaching (minimum two coaching sessions per month). Our suggested coaching rates are \$100 - \$300/month. Note that coaches require payment for their services in order to be eligible for the International Coaching Federation certification. Payments will be made directly to your coach, with 50% of your total due at the start of your sessions and the remaining 50% to be paid at the program's half-way point. Some coaches may be willing to accept bartering. Your engagement may be cancelled at any time for any reason with one month's written notice.