

# Coach

Personality at the  
heart of coaching  
success



# Enhancing coaching effectiveness with **Facet5**

In an increasingly complex and demanding world, the role of coaching has never been more critical. Individuals and organisations alike face relentless pressures to adapt, perform, and thrive amidst rapid change. In this environment, coaching provides an essential space for reflection, growth, and strategic development. It is a vital resource that helps individuals thrive.

According to the International Coach Federation (ICF), coaching clients report improved work performance, better business management, more efficient time management, increased team effectiveness and more growth in revenue. Specifically, a study by the ICF found that companies that invest in coaching can see an average return of seven times the initial investment. This statistic underscores the tangible benefits that coaching delivers, making it an essential investment for both individuals and organisations seeking to enhance their effectiveness and achieve their goals.

Great coaches bring a unique blend of experience, empathy, and expertise to their practice. They create a partnership with their coachees that is built on trust, mutual respect, and a shared commitment to achieving desired outcomes. In this partnership, **coaches provide frameworks and tools that help individuals deepen their understanding of themselves** and refine their approach to personal and professional challenges.

Facet5 offers a unique value proposition. **As a sophisticated, trait-based measure of personality, Facet5 helps coaches deliver tailored insights and strategies that enhance self-awareness, drive development, and optimise performance.** By integrating Facet5 into their practice, coaches can differentiate their offering in a crowded coaching market, ensuring that more people realise the substantial benefits of expert coaching.

In essence, **Facet5 is not just a tool but a partner for coaches.** It equips them to navigate the complexities of human behaviour more effectively and to foster transformations that are both profound and lasting. By choosing Facet5, coaches can elevate their practice to new heights, ensuring they deliver exceptional value and impact.

## The value of Facet5 in coaching

**In-depth personality insights:** Facet5 allows individuals to delve deeper into their core strengths and behavioural tendencies. This scientifically validated tool generates nuanced profiles that outline personality traits in a detailed and actionable way, enabling coaches to quickly understand and work effectively with clients of diverse backgrounds.

**Tailored development strategies:** Each client's Facet5 profile includes personalised development strategies, highlighting how to leverage strengths and address potential overplays. This tailored approach ensures that coaches can offer highly customised guidance, making each coaching session more impactful and aligned with the client's personal growth goals.

**Enhanced self-awareness:** By providing clients with clear insights into their own behaviours and motivations, Facet5 fosters greater self-awareness and self-understanding, which are crucial for meaningful personal development and professional growth.

**Extended coaching impact:** Facet5 further enriches the coaching experience with individual access to the myFacet5 app. This allows coaches to extend the value of the coaching relationship beyond the traditional session boundaries, enabling continuous engagement and development. With myFacet5, individuals can access their personal profiles, developmental resources, and tailored insights at any time, ensuring that the insights and growth achieved during coaching sessions are reinforced and expanded upon in the 'inter-coaching' moments – those critical times between sessions when reflection, application and adaptation occur.

Extend your **coaching impact** with Facet5

## Applications of Facet5 in your Coaching Practice

**Individual coaching:** Utilise the broad range of personality-based profiles to help clients identify and harness their strengths, set realistic and impactful goals, and develop strategies to manage stress and enhance well-being. Individuals who use the Facet5 report improved their work-life balance, reduced their stress levels, had higher self-confidence, and had better goal-setting and achieving capabilities.

**Team coaching and development:** Apply our TeamScape profile to facilitate team workshops, enhancing understanding among team members, improving communication, and driving team performance through optimised collaboration. According to research published by the Institute of Coaching, over 70% of individuals who receive team coaching benefited from improved work performance, relationships, and more effective communication skills. Additionally, 86% of companies reported that they recouped their investment in coaching and more.

**Leadership development:** Guide leaders in understanding their leadership style, how they can effectively motivate others, and how to adapt their approach to different team dynamics and organisational cultures. According to a study by the Centre for Creative Leadership, organisations that offered coaching to their executives reported improvements in communication, interpersonal and management skills among those coached, leading to better leadership effectiveness.

**Career coaching:** Coaching accelerates career advancement. Organisations that integrate coaching into their talent development strategies often see faster leadership development and succession planning. Our unique career coaching profile supports meaningful career conversations and planning.

## Business benefits of Integrating Facet5 into Your Coaching

Incorporating Facet5 into your coaching practice not only enhances your ability to provide deep, stable insights into personality traits but also equips you with the tools to create meaningful, lasting changes in your clients' lives. This sophisticated understanding elevates your coaching sessions, making them more impactful and rewarding for both you and your clients.

**Objectivity and credibility:** Key Qualities acts as a third objective voice in the coaching process, providing credible, data-driven insights that can enhance the coaching dialogue and support the personal insights shared during sessions.

**Comprehensive support material:** Gain access to a suite of tools including detailed reports, actionable strategies and learning materials that enhance the coaching experience and provide valuable takeaways for clients.

**Continuous learning and development:** Stay at the forefront of great practice with ongoing updates and support from the Facet5 community, including training in new tools and methodologies that evolve from the Facet5 framework.

## What we provide

As a member of the Facet5 community, you will have access to extensive materials that will aid in the application and understanding of the Facet5 framework.

You will be part of a global practitioner community, offering opportunities to connect, share, and learn from diverse experiences and practices.

Our masterclass programs and learning events are crafted to keep you at the forefront of personality and coaching applications. This ensures you remain updated with the latest tools, techniques and research in the field of personality and development coaching.

You get access to your own self-service client account for 24/7 report management.

You get access to our extensive Knowledge Hub. This contains a huge range of learning materials and support tools.

# 80%

of people who receive coaching report an increase in self-confidence\*

# 73%

report improved relationships and more effective communication skills\*

Grow your **coaching practice** with Facet5

\*As reported by ICF&W

# Join our growing **global** community

## Why us?

For the last 35 years, Facet5 has taken reliable, trusted personality data and turned it into meaningful insights. We believe our trait-based model of personality provides profound insights that extend beyond surface-level behaviours to an understanding of our core, enduring personality traits.

This approach recognises that our personality traits help us build a picture of ourselves that extends over time and across different contexts, making it possible to map a long-term development path for individuals. By using a trait-based model, Facet5 enables coaches and clients to reliably predict behaviours and reactions across various professional and personal scenarios.

The comparative nature of Facet5 allows individuals to understand their unique personality style in relation to others; fostering better interpersonal relationships and effective communication. This insight supports an appreciation of diversity, workplace dynamics and to enable different personality types to work together effectively.

In comparison, ipsative-based tools; which categorise personalities into broad types (such as colours or simple letter combinations) oversimplify and generalise individual behaviours. Facet5 avoids the pitfalls of over-generalisation by offering a nuanced view of an individual's unique personality profile. It supports the development of tailored, specific, and actionable development strategies that respect and leverage an individual's unique strengths.

## How does it all work?

By becoming a member our Facet5 community you are joining a diverse and amazing group of people, just like you. We all have a passion for helping others realise their potential.

### Step 1: Become a Facet5 Accredited Practitioner

Our programs focus on building confidence and capability to apply your new knowledge and insights from day one. They are run virtually or in person and provide detailed knowledge of the Facet5 model of personality, along with; the methods and tools to interpret Facet5 Personality profiles and to debrief another person's profile in a coaching conversation.

### Step 2: Join a Business Academy Program

When you are ready, we will set up your own business account and enrol you in one of our Business Academy programs. So, you are not only gaining a professional accreditation but also continuous business support. These sessions cover a wide range of topics that support you in building not only your knowledge, but how to create business value using Facet5.

### Step 3: Join our learning community

As a member of the Facet5 community, you will have access to an extensive suite of materials that will aid in the application and understanding of the Facet5 framework. Most exciting of all, is that you will be part of a global community, offering opportunities to connect, share and learn from diverse experiences and practices. Our masterclass programs and learning events are crafted to keep you at the forefront of best practice, ensuring you remain updated with the latest tools, techniques and research in the field of personality and development coaching.

Facet5's **personalised approach** ensures that development strategies are not only aligned with each person's inherent traits but also finely tuned to their personal and professional growth aspirations.



Hear more from  
our community

## Get in touch to get started

Getting started is easy. We like to say we are a team of down-to-earth people which makes working with us easy. Use these contact details to start a conversation and let's see what we can do

## Contact Details

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