Coaching is based on:

- Confidentiality
- Trust
- Non-judgemental support
- A solutions focus
- The strengths of the coachee
- The belief that the coachee has the capacity to learn, develop and change



 $2.2 \ \textit{The Coaching Toolkit} \circledcirc Shaun \ Allison \ and \ Michael \ Harbour, \ 2009 \ (SAGE)$