



Some FAQs

Q: What is Coaching?

A: Coaching is an ongoing confidential relationship between a certified professional coach and their client, that focuses on the client taking action toward the realization of their vision, goals or desires. Coaching uses a process of inquiry and personal discovery to build the client's level of awareness and responsibility by providing the client with structure, support and feedback. Good Coaches "lead from behind". We believe Coaching is based on the core belief that people are not broken, they do not need to be "fixed" – In fact the best answers are the ones discovered not given. Coaching is about supporting self-discovery in both personal and professional growth.

Q: Who benefits from Coaching? Where are Coaches used today?

A: Anyone looking to clarify and move toward their vision and goals using action-oriented strategies. Coaches can be found everywhere... Coaching, until recently, consisted principally of executive and management coaching for improved career performance. Now coaching has broadened to include the workplace issues for all employees, all levels, all industries. There is an increased use of coaches to be part of transformational shifts as part of a holistic approach. For work performance training, rather than a course a follow-up coaching during and after the courses are a formula for true change in the workplace. There is a growing need for Coaches in healthcare- especially for Cancer and other related long term illnesses. AtEz offers Cancer Coaching with a special focus on transitioning back into life and the unexpected challenges and expectations that come with it.

Q: What is Cancer Coaching- How is it different than Coaching?

A: A Cancer Coach is a trained professional who provides support to cancer patients, survivors, and caregivers. Unlike doctors, and nurses, and other healthcare professionals who focus primarily on medical treatment solutions, a cancer coach focuses on helping you cope with the physical, emotional, and practical challenges of a cancer diagnosis.

We do this by offering guidance, resources, and tools to help you navigate the complex and often overwhelming world of cancer. We encourage you to look to yourself for what works for you. At AtEz we typically only recommend someone who also is experienced in the cancer field. We find it more of a mentoring experience for a match with coaches who personally experienced cancer themselves.

A Cancer Coach can help you in many ways, like:

- Providing space for clarity around your diagnosis and cancer treatment options
- Helping you take back control to manage the physical and emotional side effects of treatments
- Offering customized strategies for coping with the emotional impact of cancer – whether you're a patient, cancer caregiver, or survivor
- Helping to put you back in charge when choosing the right doctor or cancer treatment center for you

- Helping you communicate effectively with your healthcare team, so you always feel empowered in making decisions that affect your health
- Helping you reenter the workplace with reframing expectations for yourself, your family, significant others, your work/organizations.

Additionally, a cancer coach will provide you with resources and referrals to other professionals that will make your journey lighter and positive, such as nutritionists, therapists, and support groups as needed.

Q: Will my coaching be in person or by phone?

A: It can be in-person and/or by phone depending on your preference as well as location. With the advancement of applications like Zoom, Team etc. “in-person” can be worlds apart and feel connected physically without the travel or expense.

Q: How do I get my coach?

A: Call AtEz (1.480.703.3426 or Coaching@atez.org) for more information. Ask for Coaching Services. Book a call with us at no cost. Based on your needs/interest. The interview and coach selection time is at no charge. The interview is part of every coaching engagement. Our process is to ensure you get the right coach at the right time to get you the results to get to where you want to be.

Q: What is the cost and length of Coaching?

A: **Coaching** is conversation that requires commitment and follow through by you. It is not something that happens overnight. The issues you are bringing to the table didn’t just happen. It takes time to discover and change to get the results you want. After the initial engagement. At AtEz for general coaching, we recommend an initial 3 month package. Following the initial pkg, you have the option of more pkgs or “*Just In Time*” coaching by the hour. Coaching is all about moving forward toward expected results. Unlike therapy, it is determined by success as you define it.

A: **Cancer Coaching** time frame is dependent on your needs. Based on the initial call, we can decide together what works best for you. Many times this disease calls for “Just in Time” Coaching given the diagnosis and stage as well specific needs relayed during the initial interview.

Q: Is Coaching confidential?

A: Yes, unless otherwise stated at the onset, Coaching Agreements are always confidential between the Coach and the Coachee.