

Presence Isn't Soft. It's Architecture.

You've been told it matters. But nobody taught you how to build it. Presence is the foundation that makes every coaching conversation work.



Element 1: Attention

Your client shifts tone mid-sentence. You pause. You notice-and name-the shift. You ask what just happened. They feel it: someone is actually listening. That's attention. Selective focus on what they say, how they say it, and what's underneath.



Element 2: Safety

Safety isn't about being nice. It's predictability. You honor confidentiality. You set clear boundaries. You don't judge their struggle. Your client knows: this is a space where honesty is possible. That consistency is what opens the door to real reflection.



Element 3: Integrity

You're transparent about what's confidential and what isn't. You check alignment with their goals—not the organization's hidden agenda. You refuse to collude. Your client trusts you because they know you're aligned with their growth, not your own interest.



Attention. Safety. Integrity.
These three create the conditions
where reflection happens and
sustainable change becomes
possible. Which one is your
coaching edge right now?
Where do you want to deepen?

BUILD ON WHAT YOU ALREADY HOLD

