

Capture the Problem Statement

Understanding and capturing the problem statement is crucial to identifying the client's needs (whether an individual, organization, or both).

The coach can refer back to the problem statement during and after the development of the coaching program to ensure an appropriate solution is developed (Hutchinson, 2021).

List the problem statements below each client:

Client 1 problem statement (e.g., employee, or family member)	Client 2 problem statement (e.g. team or organization, or 2 nd family member)
e.g., feeling emotionally drained	e.g., team productivity is down
e.g., working excessive hours	e.g., support remote work

You should be able to take the above table and write out your coaching offering as follows (modified from Sheldon, 2021):

"I help [target market] go from [starting pain point or need] to [end point or goal] by [your solution]."

For example, it could be:

I help busy people go from working hard with no clear direction to becoming focused, with clear goals and the mental toolkit to provide the support needed.

References

- Hutchinson, D. (2021). *How to Build an Online Coaching Program: Re-imagine instructional design to create impactful, engaging, and scalable learning experiences in a corporate setting* (Reimagined Learning Book 1). Kindle Edition.
- Sheldon, S. (2021). *How to Create Your Online Group Coaching Program: Guide & Checklist*. Content Sparks. <https://contentsparks.com/55507/create-your-online-group-coaching-program/>.

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