



## **COACHING AND COACHING TECHNIQUES AND PRINCIPAL CRITERIA**

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*Coach, coaching, motivation, GROW, cognitive behavioral coaching, NLP, transpersonal coaching, integrative coaching, situation, technique.*

### **ABSTRACT**

*This article covers the areas and main criteria of coaching and coaching types, coaching directions: action coaching (based on the GROW model or style) , results-oriented coaching, cognitive action coaching, NLP coaching, transpersonal coaching, integrative coaching, intercultural coaching, anti-stress coaching (according to the classification of The Industry Guide materials "Excellence in Coaching"), as well as coaching synthesis or coordination.*

Each person is responsible for their own goals, the ways to achieve them, and the results. The task of coaching is to help a person improve themselves and achieve a better life . The main focus of coaching is not on providing ready-made solutions , but on independently searching for answers, developing thinking skills, and analyzing the processes that are occurring . Coaching and psychological counseling have many common aspects. The main difference is that psychological counseling is used more often.

Coaching first appeared in the field of sports, but gradually it appeared in the field of management, that is, management, and of course, business. During the process of coaching classes , you will achieve the highest coefficient of success of the enterprise, learn the high potential of each member of your team, learn how to properly manage your team, and so on.

that we call coaching a supportive environment . In this environment, coaches, imagining the future of a person, create a systematic plan. Today, the goals of enterprises are becoming more serious every day, and you need to demand that every minute you spend with coaches bring tangible results here and now. Psychological support in many cases resembles coaching, but it is wrong to focus it entirely on coaching. If coaching is the skill of helping the client by asking guiding questions, then other forms of psychological support are mentoring and training. The client is very interested in: "How not to be afraid to make a decision ? How to see the goal and go to it? Am I doing it right ?" Or better yet: "I have these goals, and I see these ways to achieve them. I need your help, criticism, and support, and for the long term." This is what coaching is all about, helping the client achieve a specific goal. This includes psychological counseling and individual training aimed at developing the client's specific skills. At the same time, we help them solve their problems, understand their life , and their values , and we provide guidance. Sometimes we also resort to psychotherapy, but the client's main demand is not a lawsuit, but education.

In coaching, the person has to work more . At this stage , the main activity is performed by the client himself (sets a goal, looks for the means of implementation), the coach consultant only supports him.

Coaching and the history of its emergence .

Coaching is a tool for personal and professional growth that began to develop in the 1970s. The origins of coaching are in sports coaching, positive, cognitive and organizational psychology, conscious living , and the continuous and purposeful development of a person. Coaching, in contrast to psychotherapy, is a direction developed for working with healthy clients that does not require claims .

many different interpretations of the concept of coaching :

through conversation and collaboration ) that allows a person to feel comfortable in achieving their desired goals . ( Timothy Galloway , in Russian transcription also Galloway or Gellowy, "Work as an Inner Game").

Coaching is the art of helping others to improve their learning and development . (Miles Downey , Effective Coaching)

Professional coaching is a professional relationship that leads clients to effective development in their personal and professional areas . The coaching process allows clients to deepen their knowledge, increase their effectiveness and improve the quality of their lives. (Definitions of the ICF - International Federation of Coaches )

, coaching is divided into individual and group, personal (life ) and business coaching, individual first-person coaching (executive coaching ) , and coaching with different approaches , such as professional coaching.

divided into: action coaching (based on the GRO W, i.e. growth model or theory), result-oriented coaching, cognitive action coaching, NLP coaching, transpersonal coaching, integrative coaching, intercultural coaching, anti-stress coaching (according to the classification of the materials of The Industry Guide "Excellence in Coaching " ) . Recently, there has also been a separate direction in systemic coaching.

Coaching is also used in the synton approach . Coaching in the synton approach is effective, based on a scientific worldview , reliable , and focused on verified results. The questions of a professional coach and the tools he uses can also be effectively used in consultations. Coaching allows clients who are not familiar with the synton approach and are not yet fully prepared to establish a "distance " and to acquaint them with its advantages in the process . Coaching is useful for young professionals in conducting individual and group work. Since their qualifications are not yet at a sufficient level, coaching allows them to conduct sessions effectively. Coaching is one of the most effective tools within the synton approach .

Coaching is a tool for personal and professional development that began to develop in the 1970s . Its origins are rooted in sports coaching, positive, cognitive and organizational psychology, as well as the concepts of mindful living and the possibilities for continuous and purposeful human development.

Founders of Coaching: W. Timothy Gallwey ( W .Timothy Gallwey ) is the author of the Inner Game concept, which underlies coaching. This concept was first described in the book The Inner Game of Tennis, published in 1974 .

John Whitmore is the author of the book " High Performance Coaching" , published in 1992. He developed Galveston's ideas in the direction of applying them to business and management.

Thomas Dj. Leonard (Thomas J. Leonard) - Coach University ( Coach University - [www.coachu.com](http://www.coachu.com)), International Federation of Coaches, International Association of Certified Coaches (International Association of Certified Coaches - IAC ) and CoachVille . Founder of the [www.coachu.com](http://www.coachu.com) project.

For the first time in Russia, N.I. Kozlov developed and explained his coaching system . Several thousand people have passed through his system of remote personal assistance and the best Sinton trainers have been trained, all of which are included in the author's book " Istinnaya Pravda " (The True Truth). Today, this system is the most popular system for those working on themselves in Russia.

Increase your coaching . definitions there are , their the most famous people : coaching is conversation and behavior through human dream made to goals achieve on the way complete to develop help giving the environment create art

Coaching is the art of helping others perform, learn, and develop.

Coaching is an ongoing relationship that helps people achieve extraordinary results in their lives, careers, businesses, or public relations. Through coaching , clients expand their knowledge, increase their effectiveness, and improve their quality of life. Coaching is a system that integrates the social, personal, and creative potential of participants in a development process to achieve the most effective results.

Types of coaching

According to the scope, there is career, business, personal effectiveness coaching. According to the participants, there is individual coaching and corporate (group) coaching . According to the level of directiveness, there is directive and non-directive coaching . According to the format , there are in-person (personal coaching , photo coaching ) and remote (online coaching , telephone coaching ) types of coaching.

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Terms used in coaching : A coach is a professional who provides coaching services.

A client is a person or organization that provides coaching services under a contract. In the terminology used by British coaches , the person being coached is also called a player.

Session is a coach and a specially structured conversation between the client/player.

A coaching format is the method of interaction between a client and a coach during a coaching session, as well as the medium for such interaction.

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