

animas
CENTRE FOR COACHING

Why Train in Transformative Coaching?

A Guide to Coaching
with Depth and Meaning



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Introduction

In a world overflowing with quick fixes, frameworks, and step-by-step solutions, it is easy to assume that change happens on the surface.

Many coaching approaches reflect this belief – aiming to set goals, build confidence, and create new actions to achieve short-term results.

This booklet is not about why you might train as a coach in general. It is about something deeper.

It is about why you might choose *transformative coaching* – an approach that moves beyond performance and behaviour to explore the underlying beliefs, assumptions, and paradigms that shape how people experience their lives.

What is Transformative Coaching?

At its heart, transformative coaching is a conversation that creates change not just in what someone does, but in how they see themselves, others, and the world around them. It is a way of working with clients that focuses on:



Deep personal insight and awareness



Shifts in perspective and meaning-making



Long-lasting changes in identity, worldview, and ways of being



Unlike traditional coaching, which often centres on achieving specific goals through structured planning and accountability, transformative coaching invites clients into a space of inquiry, reflection, and discovery.

It is less about simply helping clients work out what to do, and more about helping them uncover who they are and how they wish to live, lead, and relate.

Why This Booklet?

This booklet is for you if you are considering becoming a coach and want to understand what sets transformative coaching apart. It is for you if you sense that the work you want to do with others goes beyond motivating them to act, and instead reaches into the deeper questions of meaning, identity, and change.

Here, we will explore why transformative coaching might be the approach that resonates most with your values, aspirations, and vision for your coaching practice.



The Limitations of Traditional Coaching

Before exploring the unique qualities of transformative coaching, it is important to recognise what coaching is at its foundation.

What is Coaching?

Coaching is a collaborative, non-directive conversation that supports clients to create change through inquiry, reflection, choice, and new behaviours. At its core, coaching believes in people's resourcefulness and their ability to find their own answers when offered a safe, structured, and challenging space.

The Value of Traditional Coaching

Traditional coaching approaches have played a vital role in establishing coaching as a powerful profession. Models such as GROW, and frameworks rooted in performance psychology, have helped countless individuals to:

- Set clear goals
- Build confidence
- Create actionable plans
- Overcome barriers to progress

These approaches are practical, focused, and results-oriented.

Transformative coaching owes a huge debt to this tradition. Without the early pioneers of coaching, the field of transformative practice would not exist as it does today.

The Limitations of Traditional Coaching

Yet, as coaching has evolved, many practitioners have come to recognise the limitations of purely traditional, goal-focused approaches. While they excel in supporting behavioural and performance change, they often do not address:

- The deeper beliefs, assumptions, and paradigms that shape behaviour
- Questions of meaning, purpose, and identity
- The unconscious patterns that keep people stuck, despite knowing what they want to achieve

Clients may achieve their goals but find that new challenges quickly arise from the same underlying worldview.

This is where transformative coaching offers a different path – one that honours traditional coaching's strengths while expanding beyond them to create change at a deeper, more sustainable level.



What is Transformative Coaching?

Transformative coaching is an approach that goes beyond helping clients achieve external goals. While it includes behavioural and developmental change, it focuses on something deeper – the transformation of how a person experiences themselves, others, and the world around them.

A Deeper Conversation

At its essence, transformative coaching is a conversation that explores:

- **Beliefs and assumptions** – the mental models and frameworks that shape meaning and behaviour

- **Paradigms and worldviews** – the ways people make sense of their lives, relationships, and work
- **Identity and sense of self** – how people see themselves, what they value, and who they are becoming

Rather than working only with goals, actions, and accountability, transformative coaching invites clients into a reflective space to uncover the root causes of their challenges and to explore new possibilities for how they live, lead, and relate.

How Does it Work?

Transformative coaching creates change through:

- Deep listening and presence
- Open, dialogic inquiry that welcomes multiple perspectives
- Exploring meaning, patterns, and internal narratives
- Integrating cognitive, emotional, somatic, and relational dimensions

This creates a coaching relationship that is relational, emergent, and co-created. The coach does not act as an expert giving answers but as a facilitator of insight, awareness, and possibility.

A Different Kind of Change

While traditional coaching asks, *"What do you want to achieve and how will you get there?"*, transformative coaching asks, *"How are you experiencing this situation, and what might become possible if you saw it differently?"*

It is an approach suited to clients who seek:

- Long-lasting, systemic change
- Greater meaning, purpose, and alignment
- Growth in who they are, not just what they do

Transformative coaching honours the complexity of human life. It is a practice of creating space for people to see themselves afresh – leading to change that is profound, sustainable, and deeply authentic.

To make all of this clearer, here is a simple comparison between traditional coaching and transformative coaching.

Traditional Coaching	Transformative Coaching
Focuses on goals, actions, and accountability	Explores meaning, beliefs, and identity alongside goals
Uses structured models like GROW	Uses integrative, emergent approaches grounded in psychological, systemic, and philosophical principles
Aims for behavioural or performance change	Aims for deep, holistic, and sustainable change in how a person experiences themselves and their world
Coach as facilitator of goals	Coach as facilitator of insight, awareness, and transformation



The Core Principles of Transformative Coaching

Transformative coaching is grounded in a set of principles that shape its unique approach. These principles create a coaching space that goes beyond problem-solving and goal achievement, enabling deep and lasting change.

Here is a brief overview of these principles:

1. Relational

The quality of the coaching relationship is central. Trust, empathy, and authentic connection create a safe space where transformation can occur.

2. Humanistic

Clients are seen as whole, resourceful, and capable of growth. Coaching respects their autonomy, dignity, and inherent potential.

3. Dialogic

Transformation emerges through meaningful dialogue. Coaching is a collaborative conversation that explores new perspectives together.

4. Phenomenological

Coaching starts with the client's lived experience, focusing on how they perceive and make sense of the world.

5. Unknowing

The coach embraces 'unknowing' – letting go of assumptions and staying open to the client's unique truth, rather than imposing solutions.

6. Emergent

Transformation is not linear. It unfolds organically, with insights, emotions, and meaning arising in unexpected ways.

7. Paradigmatic

Coaching explores and, where helpful, challenges the client's underlying beliefs and worldviews that shape their experiences and actions.

8. Holistic

Transformation is seen as an integration of mind, body, emotions, and spirit – supporting change at all levels of being.

9. Systemic

Clients are understood within their wider systems – family, community, organisation, society – recognising interconnectedness and broader impact.

10. Pragmatic

While deeply reflective, transformative coaching also grounds insights in practical, meaningful action that creates real-world change.

11. Collaborative

The coach and client work as equal partners, co-creating the coaching journey with mutual respect and shared ownership.

12. Integrative

Transformative coaching draws from multiple models and theories, allowing for a flexible, personalised approach that serves each client uniquely.

Summary

These principles guide the coach to work with clients in a way that honours their complexity, depth, and capacity for growth. They form the foundation of transformative coaching's power to create change that is profound, sustainable, and life-enhancing.

For a deeper dive into the principles behind transformative coaching, read my extensive exploration: *Coaching Beyond the Surface: Uncovering the 12 Principles of Transformative Coaching*.



Why Choose Transformative Coaching?

Choosing to train in transformative coaching is a decision to work at a deeper, more meaningful level with your clients. It is a choice to go beyond helping people achieve what they want, and instead support them to explore who they are, how they see the world, and what becomes possible when they shift their perspectives and beliefs.

The Unique Benefits of Transformative Coaching

1. Relational

Traditional coaching often focuses on behavioural goals – what a client wants to do. Transformative coaching also explores how they experience their world and why they act as they do. By

working with beliefs, assumptions, and identity, change becomes embedded at a deeper level, making it more sustainable.

2. Work with the Whole Person

Transformative coaching engages clients holistically – cognitively, emotionally, somatically, and relationally. It is not limited to outcomes but embraces meaning, purpose, and personal growth across all areas of life.

3. Move Beyond Surface-Level Goals

While goals matter, clients often find their challenges are rooted in deeper patterns of thinking and being. Transformative coaching equips you to explore these patterns, enabling clients to create new possibilities for themselves.

4. Develop a Flexible and Integrative Practice

Transformative coaching is not a one-model approach. It draws from diverse psychological, philosophical, and systemic perspectives, giving you the skills to adapt your coaching to each client's unique needs.

5. Make a Meaningful Impact

For many coaches, the motivation is not just to help clients achieve success but to support them in leading lives of greater authenticity, fulfilment, and alignment with their values. Transformative coaching allows you to facilitate this kind of profound impact.

Why Choose This Path?

If you are someone who:

- Feels drawn to conversations about meaning, purpose, and self-awareness
- Wants to support clients in more than just reaching goals
- Values depth, reflection, and genuine human connection
- Seeks to integrate coaching with other practices such as therapy, facilitation, or leadership development

Then transformative coaching offers a pathway to create the kind of coaching practice that feels deeply aligned with who you are and how you wish to serve.



Who is Training in Transformative Coaching For?

Transformative coach training is suited to people who want to work beyond surface-level change. It is for coaches, leaders, practitioners, and career changers who feel called to support others in discovering new ways of seeing themselves and their world.

1. Leaders and Executives Seeking Meaningful Impact

If you are an experienced leader or executive who wants to guide others beyond performance goals, transformative coaching equips you to create spaces of authentic growth. You may wish to use coaching to help others find clarity, confidence, and purpose in their leadership.

2. HR, L&D, Internal Coaches and People Developers

If you work within organisations – in HR, learning and development, or as an internal coach – and want to bring a deeper, more human-centred approach to culture change and employee development, transformative coaching offers you powerful frameworks to facilitate these conversations.

3. Wellness Practitioners Expanding Their Services

If you are a practitioner in wellness, mindfulness, or holistic health, transformative coaching adds depth to your work by enabling you to explore clients' beliefs, identity, and meaning-making alongside physical or behavioural change.

4. Professionals Seeking a More Fulfilling Career Path

If you are at a career crossroads and want to move into a profession that feels purposeful, transformative coaching offers a path into work that is meaningful and aligned with your values, enabling you to make a profound difference in people's lives.

5. Aspiring Part-Time Coaches Wanting Flexibility and Impact

If you are seeking a flexible career that fits alongside other life roles and responsibilities, transformative coaching allows you to build a practice that creates genuine impact for your clients while honouring your own life balance and wellbeing.

Transformative coaching is for those who believe coaching is more than a toolkit – it is a way of being with others that fosters insight, meaning, and sustainable change. If you are drawn to conversations about purpose, identity, and growth, transformative coaching may be the path you have been seeking.



Traditional vs Transformative Coaching: Bringing the Differences to Life

Coaching is powerful in helping people set goals and achieve them. But transformative coaching goes further. As we have seen, it explores the beliefs, assumptions, and identities that shape how clients see themselves and the world – creating change that is not only effective but deeply meaningful and lasting.

Here are five short examples showing how traditional and transformative coaching might approach the same issue differently:

1. Confidence for Public Speaking

Traditional coaching:

Helps the client set a goal to deliver a confident presentation, create preparation plans, practise delivery, and build positive affirmations to manage nerves.

Transformative coaching:

Explores the client's beliefs about being seen and heard, their identity stories around competence, and how they relate to authority and visibility. The shift becomes not just about this presentation but about how they show up confidently in all areas of life.

2. Career Transition

Traditional coaching:

Supports the client to identify a desired new role, build an action plan, update their CV, and prepare for interviews.

Transformative coaching:

Explores questions of purpose, meaning, and identity – who the client is becoming, what deeply matters to them, and how they wish to contribute. The career move becomes an expression of authentic alignment rather than just a job change.

3. Managing a Difficult Team Member

Traditional coaching:

Focuses on communication skills, setting clear expectations, and developing strategies to address performance or behaviour issues.

Transformative coaching:

Explores the leader's underlying assumptions about conflict, power, and relationships; their emotional triggers; and the meaning they assign to difficult interactions. This creates lasting relational shifts beyond any one conversation.

4. Achieving Work-Life Balance

Traditional coaching:

Helps the client clarify priorities, set boundaries, and design practical steps to manage time more effectively.

Transformative coaching:

Explores the deeper drivers behind overworking, such as identity, worth, and fear of inadequacy, enabling the client to redefine what balance and fulfilment truly mean for them in life.

5. Starting a New Business

Traditional coaching:

Focuses on business planning, setting milestones, creating accountability structures, and building confidence to take action.

Transformative coaching:

Explores the client's relationship with risk, security, and freedom; their beliefs about success and failure; and their sense of identity as an entrepreneur, enabling them to create a business rooted in authentic purpose and possibility.

Summary

These examples illustrate how transformative coaching complements and deepens traditional coaching. It equips coaches to create conversations that change not just what people do, but who they are becoming.



Why Train with Animas for Transformative Coaching?

Choosing where to train is as important as choosing what to train in. At Animas, we specialise in transformative coaching because we believe coaching should create change that is deep, meaningful, and sustainable.

1. A Truly Transformative Approach

Our training goes beyond teaching models and frameworks. It equips you to work with the whole person – cognitively, emotionally, somatically, and relationally. You will learn to hold space for clients to explore their beliefs, assumptions, and identities, not just their goals.

2. Integrative and Flexible

Animas does not teach a single rigid model. Instead, you will learn an integrative approach that draws from psychology, philosophy, systemic practice, and coaching theory. This gives you the flexibility to adapt to each client's unique needs and context.

3. Humanistic and Relational

Our coaching philosophy is deeply humanistic. We train coaches to work in ways that honour clients' autonomy, dignity, and inherent resourcefulness. The relationship is at the heart of everything we teach.

4. Accredited and Respected

Our Accredited Diploma in Transformative Coaching is recognised internationally by the ICF, EMCC, and Association for Coaching. It gives you credibility and confidence as a professional coach, wherever you choose to work.

5. A Supportive Community

Training with Animas is not just about gaining a qualification. You join a vibrant, supportive community of like-minded coaches committed to growth, reflection, and excellence. This network stays with you long after your training ends.

6. Designed for Real-World Impact

Whether you want to become a life coach, executive coach, internal coach, or integrate coaching into your existing profession, our training ensures you develop the skills and depth needed to create real and lasting change in people's lives.

Transformative coaching is more than a skill – it is a way of being with others that brings about profound growth. At Animas, we will support you to become not just a qualified coach, but a truly transformative practitioner.



Next Steps

If you feel drawn to coaching that goes beyond goals to create meaningful, lasting change, transformative coaching may be the path for you.

There are three simple ways to explore this further:

1. Visit Our Website

Learn more about transformative coaching and our Accredited Diploma in Transformative Coaching. You will find detailed information about our approach, course structure, and how it can support your goals as a coach.



Visit Us

2. Attend Our Free Introduction to Transformative Coaching

Our ITC session is the perfect way to experience transformative coaching in action. You will:

- Gain a clear understanding of what makes transformative coaching unique
- Meet one of our trainers and ask questions in real time
- Explore whether this approach aligns with your vision for coaching

You can find upcoming dates and book your free place at



Book Your Place

3. Book a Personal Consultation

Finally, if you would prefer a more personal conversation about your next steps, you can book a one-to-one consultation with our team. We will explore:

- Your aspirations as a coach
- Whether transformative coaching is the right fit for you
- How our training can support your journey

You can arrange your call at a time that suits you via our website.

Coaching is a powerful way to support change. Transformative coaching invites you to create change that is deep, authentic, and life-enhancing.

We look forward to supporting you on your journey.