



# EXPAND CLIENT AWARENESS

**ICA COMPETENCY NO. 7**  
**INTERNATIONAL COACHING ALLIANCE**  
**VERSION 21.2+**



## DEFINITION OF THE COMPETENCY

The coach uses questions as a tool for deep inquiry and inner expansion. A powerful question is not a suggestion, directive, or manipulation—it is an open, intentional invitation that stimulates the client's awareness, insight, and connection to new possibilities.

## PURPOSE OF THE CHARTER

This competency defines the coach's ability to direct the client's attention toward new dimensions of reflection and understanding. Through powerful questions, the coach facilitates client insight and self-discovery, reinforcing autonomy and enhancing decision-making from within.

## CORE PROFESSIONAL PRINCIPLES OF ICA

### **1. Non-leading Inquiry**

The coach refrains from embedding assumptions or suggested answers within questions. Each question is free from bias and rooted in openness.

### **2. Expansive, Not Constrictive**

The coach formulates questions that open up new perspectives, rather than narrowing focus to problems, explanations, or "correct" answers.

### **3. Simplicity as Strength**

Truly powerful questions are often simple yet profound—free of jargon, overly complex phrasing, or philosophical abstraction.

### **4. Client-Centered and Contextual**

The coach aligns questions with the client's values, goals, emotional state, and pacing, ensuring relevance and authenticity.

### **5. Listening Without Expectation**

The coach receives the client's response without judgment or anticipation, treating all responses as meaningful gateways to further exploration.

### **6. Depth Over Urgency**

The coach invites the client into deeper self-awareness rather than rushing toward action or premature resolution.



## COACH'S DECLARATION

By signing this document, the coach confirms:

- A clear understanding of the role of powerful questions as a core tool in the coaching process
- Readiness to use questions ethically—without suggestion, pressure, or personal agenda
- Ongoing commitment to refining the skill of crafting questions that foster transformation and insight

Note:

This document is a mandatory component of the accreditation process within the International Coaching Alliance. The coach's signature confirms alignment with the standards outlined in Competency No. 7 and is required for the official accreditation portfolio. Accreditation cannot be completed without this signed document.

Date: \_\_\_\_\_

Coach's Full Name: \_\_\_\_\_

Signature: \_\_\_\_\_

ICA Accreditation ID (if applicable): \_\_\_\_\_

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