
Professional Certificate in Creativity Coaching (United Kingdom)

Communication and Active Listening

Active Listening

Concept: focused, empathetic hearing

Related terms: reflective listening, paraphrasing, non-verbal cues

Explanation: The coach fully concentrates on the speaker, observes body language, and withholds judgment, aiming to understand both content and emotion.

Example: A client shares a creative block; the coach nods, mirrors key phrases, and asks, "What does that feel like for you?"

Application: Builds trust, uncovers hidden motivations, and guides deeper exploration of creative ideas.

Challenge: Maintaining presence without drifting into problem-solving mode.

Affirmation

Concept: positive reinforcement

Related terms: validation, encouragement, strengths-based feedback

Explanation: Verbal or non-verbal acknowledgment that a client's thoughts or feelings are heard and valued.

Example: "That insight about colour contrast is spot-on."

Application: Reinforces confidence, fuels creative risk-taking.

Challenge: Avoiding insincere praise that may feel patronising.

Altruistic Listening

Concept: selfless attentiveness

Related terms: compassionate listening, service-oriented communication

Explanation: Listening primarily to support the speaker's growth rather than to gain personal benefit.

Example: A coach refrains from interjecting personal anecdotes, focusing wholly on the client's narrative.

Application: Enhances ethical practice in coaching.

Challenge: Balancing personal boundaries while staying fully present.

Articulation

Concept: expressing ideas clearly

Related terms: verbal communication, clarity, diction

Explanation: The ability to convey thoughts, emotions, and creative concepts in a way that listeners can easily grasp.

Example: A client describes a visual metaphor using precise, vivid language.

Application: Facilitates shared understanding of abstract creative visions.

Challenge: Overcoming vague or overly technical jargon that obscures meaning.

Body Language

Concept: non-verbal communication cues

Related terms: posture, facial expression, gestures

Explanation: Physical signals that convey attitudes, emotions, and engagement levels during conversation.

Example: Leaning forward and maintaining eye contact signals interest in a client's idea.

Application: Helps coaches gauge authentic reactions and adjust their approach.

Challenge: Misinterpreting cultural differences in non-verbal norms.

Briefing

Concept: concise information delivery

Related terms: agenda setting, orientation, pre-session overview

Explanation: A short, focused presentation of objectives, expectations, and logistical details before a coaching session.

Example: The coach outlines the session's focus on "idea incubation" and time allocations.

Application: Aligns coach and client, maximises productive time.

Challenge: Providing enough detail without overwhelming the client.

Clarifying Question

Concept: seeking specificity

Related terms: probing question, open-ended query, follow-up

Explanation: A question that asks the speaker to elaborate or specify, reducing ambiguity.

Example: "When you say 'stuck,' what does that look like in your workflow?"

Application: Deepens insight into creative obstacles.

Challenge: Avoiding leading questions that bias responses.

Co-Creation

Concept: joint development of ideas

Related terms: collaborative brainstorming, partnership, synergy

Explanation: The process where coach and client actively build concepts together, blending perspectives.

Example: The coach and client sketch a mind map, each adding symbols and keywords.

Application: Generates richer, more diverse creative outcomes.

Challenge: Balancing equal contribution while respecting the client's ownership.

Communication Model

Concept: framework for message exchange

Related terms: sender-receiver model, transactional model, feedback loop

Explanation: A theoretical representation describing how information is encoded, transmitted, received, and decoded.

Example: Using the Shannon-Weaver model to analyse noise that disrupts a client's idea presentation.

Application: Helps identify breakdowns in coaching dialogues.

Challenge: Translating abstract models into practical session adjustments.

Confidentiality

Concept: privacy of shared information

Related terms: trust, ethical standards, data protection

Explanation: The obligation to keep client disclosures secure and not disclose without consent.

Example: A coach records session notes in a locked file, never sharing them externally.

Application: Builds safe space for honest creative expression.

Challenge: Managing legal requirements versus client expectations.

Contextual Listening

Concept: understanding situational background

Related terms: situational awareness, environmental cues, cultural context

Explanation: Interpreting messages within the broader circumstances that shape meaning.

Example: Recognising that a client's hesitation stems from recent organisational change.

Application: Tailors coaching strategies to current realities.

Challenge: Gathering sufficient context without intrusive probing.

Creative Metaphor

Concept: figurative language that sparks imagination

Related terms: analogy, symbolic thinking, visual metaphor

Explanation: A comparison that links unrelated concepts to generate fresh perspectives.

Example: Describing a project's timeline as "a river flowing toward the sea."

Application: Facilitates breakthrough thinking in coaching sessions.

Challenge: Ensuring metaphors resonate with the client's experience.

Critique

Concept: constructive evaluation

Related terms: feedback, assessment, review

Explanation: Providing analysis of ideas that highlights strengths and areas for improvement without discouraging.

Example: "Your colour palette is bold; consider balancing it with a neutral base for harmony."

Application: Refines creative output while maintaining motivation.

Challenge: Avoiding overly negative tones that stifle creativity.

Dialogue

Concept: two-way conversational exchange

Related terms: discussion, interaction, reciprocal communication

Explanation: A balanced conversation where both coach and client contribute ideas and reflections.

Example: A back-and-forth about possible narrative arcs for a story.

Application: Encourages co-learning and shared insight.

Challenge: Preventing dominance by either party.

Empathy

Concept: vicarious emotional understanding

Related terms: compassionate listening, perspective-taking, affective resonance

Explanation: The capacity to feel and comprehend another's emotional state, fostering connection.

Example: The coach senses a client's anxiety about presenting a concept and mirrors that feeling.

Application: Deepens relational trust, essential for creative risk-taking.

Challenge: Distinguishing empathy from over-identification that blurs professional boundaries.

Encoding

Concept: translating thoughts into messages

Related terms: message formulation, language selection, symbol use

Explanation: The process by which a speaker converts internal ideas into verbal or non-verbal signals.

Example: Choosing vivid adjectives to convey the mood of a design concept.

Application: Enhances clarity of creative communication.

Challenge: Misalignment between intended meaning and chosen symbols.

Feedback Loop

Concept: continuous response cycle

Related terms: iterative communication, reinforcement, response cycle

Explanation: The ongoing exchange where information is sent, received, and responded to, influencing future messages.

Example: After a client shares a prototype, the coach offers feedback, prompting refinement.

Application: Drives progressive improvement of creative work.

Challenge: Maintaining timely and relevant feedback without causing overload.

Filtering

Concept: selective perception

Related terms: cognitive bias, selective attention, information gating

Explanation: The mental process of focusing on certain aspects of a message while ignoring others.

Example: A client hears only the positive aspects of a critique, missing critical suggestions.

Application: Coaches help clients become aware of filtering to achieve balanced views.

Challenge: Overcoming entrenched biases that skew perception.

Focus Phrase

Concept: concise anchor statement

Related terms: mantra, guiding principle, intention statement

Explanation: A short, memorable sentence that directs attention toward a specific creative goal.

Example: "Explore the unknown."

Application: Re-centres conversation during divergent brainstorming.

Challenge: Selecting phrases that are motivating yet not restrictive.

Gestalt Listening

Concept: holistic perception of communication

Related terms: pattern recognition, whole-part integration, emergent meaning

Explanation: Attending to the overall shape of the conversation rather than isolated parts.

Example: Sensing a client's underlying theme of "growth" across multiple statements.

Application: Helps identify emerging creative narratives.

Challenge: Avoiding premature conclusions before details surface.

Goal-Setting Conversation

Concept: dialogue to define objectives

Related terms: SMART goals, outcome planning, intention mapping

Explanation: Structured talk where coach and client articulate specific, measurable, achievable, relevant, time-bound creative targets.

Example: "Develop three prototype sketches by Friday."

Application: Provides clear direction and accountability.

Challenge: Ensuring goals remain flexible enough for creative iteration.

Grounding Technique

Concept: present-moment anchoring method

Related terms: mindfulness, centering, breathing exercise

Explanation: A brief practice that helps participants settle into the current moment before deep listening.

Example: The coach asks the client to notice three sounds in the room before discussing a concept.

Application: Reduces anxiety, improves focus during creative sessions.

Challenge: Integrating it naturally without disrupting flow.

Heuristic Cue

Concept: mental shortcut for interpretation

Related terms: rule of thumb, cognitive shortcut, pattern cue

Explanation: An instinctive signal that guides understanding of a message based on prior experience.

Example: Interpreting a raised hand as a sign of eagerness to contribute.

Application: Speeds up communication, useful in fast-paced workshops.

Challenge: May lead to misinterpretation if cues differ across cultures.

Icebreaker

Concept: initial activity to ease tension

Related terms: warm-up, starter exercise, rapport builder

Explanation: A brief, often playful task that encourages participants to share and relax.

Example: Asking each participant to describe their favourite colour and why.

Application: Sets a collaborative tone for creative coaching sessions.

Challenge: Selecting activities that are inclusive and relevant.

Implied Meaning

Concept: unstated but inferred content

Related terms: subtext, inference, latent message

Explanation: The deeper significance behind words that is understood through context and tone.

Example: A client says, "I'm fine," but body language suggests frustration.

Application: Coaches detect hidden concerns to address them.

Challenge: Requires sensitivity to avoid misreading signals.

Informal Listening

Concept: casual, non-structured attention

Related terms: spontaneous hearing, ambient listening, peripheral awareness

Explanation: Paying attention to a speaker without a formal agenda, often during informal chats.

Example: Listening to a client's off-hand remarks about a new idea while walking.

Application: Captures spontaneous insights that can spark creativity.

Challenge: Balancing informality with professional focus.

Intervention

Concept: deliberate coaching action

Related terms: technique, strategy, facilitation

Explanation: A purposeful activity introduced by the coach to shift thinking, break patterns, or deepen exploration.

Example: Using a "Six-Hat" thinking exercise to view a problem from multiple angles.

Application: Stimulates creative breakthroughs.

Challenge: Timing interventions appropriately to avoid disrupting flow.

Interpersonal Communication

Concept: exchange between individuals

Related terms: dyadic interaction, one-to-one dialogue, relational communication

Explanation: Direct communication that involves verbal, non-verbal, and emotional components between coach and client.

Application: Forms the core of coaching relationships, influencing trust and creativity.

Challenge: Managing differing communication styles.

Journaling Prompt

Concept: guided writing cue

Related terms: reflective writing, creative diary, prompt question

Explanation: A question or statement that encourages the client to explore thoughts in writing.

Example: "Describe a moment when you felt most creatively alive."

Application: Extends learning beyond sessions, deepens self-awareness.

Challenge: Ensuring prompts are open-ended yet focused.

Kinaesthetic Feedback

Concept: body-based response

Related terms: tactile cue, movement signal, physical reaction

Explanation: Non-verbal signals such as posture shifts, gestures, or facial tension that indicate reaction to ideas.

Example: A client leans forward when excited about a concept.

Application: Coaches read these cues to gauge engagement.

Challenge: Interpreting subtle signals accurately.

Language Register

Concept: level of formality in speech

Related terms: tone, diction, style

Explanation: The choice of words and sentence structures appropriate to the context and audience.

Example: Using professional terminology when discussing a client's portfolio with a stakeholder.

Application: Aligns communication with expectations, enhancing credibility.

Challenge: Switching registers fluidly without sounding inauthentic.

Listening Stance

Concept: attitudinal posture for hearing

Related terms: receptive posture, open attitude, mindful presence

Explanation: The mental and physical orientation adopted to receive information fully.

Example: Sitting upright, maintaining eye contact, and suspending judgment.

Application: Signals respect and readiness to engage with creative ideas.

Challenge: Maintaining stance over long, intensive sessions.

Metacommunication

Concept: talking about communication

Related terms: communication about communication, meta-talk, reflective dialogue

Explanation: Discussing the way messages are being exchanged, including tone, pace, and style.

Example: "I notice we're both speaking quickly; shall we slow down to explore this idea?"

Application: Resolves misunderstandings, refines interaction patterns.

Challenge: Introducing meta-talk without interrupting flow.

Mirroring

Concept: subtle imitation of client behavior

Related terms: matching, rapport building, empathetic alignment

Explanation: The coach subtly reflects the client's body language, speech rate, or phrasing to foster connection.

Application: Increases trust and openness, facilitating deeper creative disclosure.

Challenge: Avoiding overt mimicry that can feel manipulative.

Non-Verbal Cue

Concept: communication without words

Related terms: gesture, facial expression, posture

Explanation: Signals such as eye contact, nodding, or hand movements that convey meaning.

Application: Provides insight into unspoken feelings about a creative concept.

Challenge: Cultural variance may alter interpretation.

Open-Ended Question

Concept: question inviting expansive response

Related terms: exploratory query, invitational question, reflective prompt

Explanation: A question that cannot be answered with a simple "yes" or "no," encouraging elaboration.

Example: "How do you envision this project evolving over the next year?"

Application: Generates rich material for creative brainstorming.

Challenge: Preventing overly broad queries that lead to vague answers.

Paraphrasing

Concept: restating speaker's message

Related terms: reflective listening, summarising, rephrasing

Explanation: The coach repeats the client's ideas in their own words to confirm understanding.

Example: "So you're saying the colour palette feels too muted for the target audience?"

Application: Validates client experience and clarifies meaning.

Challenge: Ensuring paraphrase captures nuance without distortion.

Perceptual Lens

Concept: personal filter through which information is viewed

Related terms: worldview, perspective, mental model

Explanation: The set of beliefs and experiences that shape how a client interprets messages.

Application: Coaches explore these lenses to uncover creative constraints.

Challenge: Shifting entrenched lenses without imposing the coach's own.

Perspective Taking

Concept: adopting another's viewpoint

Related terms: empathy, role-play, cognitive empathy

Explanation: The mental exercise of imagining how someone else perceives a situation.

Application: Helps clients consider alternative audience reactions to their work.

Challenge: Maintaining authenticity while exploring unfamiliar perspectives.

Pinpoint Feedback

Concept: specific, targeted response

Related terms: precise critique, micro-feedback, detail-oriented comment

Explanation: Feedback that focuses on a single element of a creative piece, such as line weight or narrative pacing.

Application: Enables incremental improvements without overwhelming the client.

Challenge: Avoiding over-fragmentation that hampers holistic vision.

Positive Reframing

Concept: recasting a challenge as opportunity

Related terms: cognitive restructuring, optimistic reinterpretation, uplifted perspective

Explanation: Turning a perceived weakness into a constructive angle for growth.

Example: "The constraint of limited budget can drive innovative material choices."

Application: Encourages resilience in creative processes.

Challenge: Maintaining realism while fostering optimism.

Probing Question

Concept: deepening inquiry

Related terms: clarifying question, exploratory query, follow-up

Explanation: A question that delves into underlying reasons, motivations, or details.

Example: "What emotions does this visual evoke for you, and why?"

Application: Uncovers hidden drivers of creative decisions.

Challenge: Preventing interrogation that feels intrusive.

Reflective Listening

Concept: echoing emotional content

Related terms: active listening, paraphrasing, validation

Explanation: The coach mirrors not just the factual content but also the feelings expressed.

Example: "It sounds like you're feeling frustrated with the deadline."

Application: Validates emotions, builds safety for creative risk.

Challenge: Distinguishing between reflecting and assuming emotions.

Reframing

Concept: altering interpretation of a situation

Related terms: perspective shift, positive spin, cognitive reappraisal

Explanation: Changing the way a client perceives a challenge to open new creative pathways.

Application: Turns perceived obstacles into catalysts for innovation.

Challenge: Requires client willingness to entertain alternative meanings.

Resonance

Concept: emotional alignment with a message

Related terms: affective impact, connection, echo

Explanation: The degree to which a client feels a message “hits home” emotionally.

Application: Guides coaches to craft communications that inspire and motivate.

Challenge: Achieving resonance across diverse creative personalities.

Rhetorical Question

Concept: question posed for effect

Related terms: persuasive query, stylistic device, thought-provoker

Explanation: A question asked not for an answer but to stimulate reflection.

Example: “What would happen if you removed colour entirely?”

Application: Sparks imaginative thinking during ideation phases.

Challenge: Overuse may diminish impact.

Scaling Question

Concept: measuring intensity or progress

Related terms: Likert scale, rating query, progress indicator

Explanation: Asking the client to rate a feeling or situation on a numeric scale.

Example: “On a scale of 1-10, how confident are you about this concept?”

Application: Provides quantifiable data to track creative confidence.

Challenge: Reducing complex emotions to numbers can oversimplify.

Self-Disclosure

Concept: sharing personal information

Related terms: vulnerability, relational transparency, personal anecdote

Explanation: The coach reveals relevant experiences to model openness or illustrate a point.

Application: Builds rapport and normalises creative struggles.

Challenge: Balancing helpful sharing with maintaining professional focus.

Signal Word

Concept: keyword that triggers a response

Related terms: cue word, trigger term, activation phrase

Explanation: A specific word that indicates a shift in conversation or a cue for action.

Example: “Now” signals the start of a brainstorming sprint.

Application: Helps structure sessions and manage transitions.

Challenge: Ensuring all participants recognize and respect the signal.

Silence

Concept: intentional pause in conversation

Related terms: pause, reflective space, contemplative interval

Explanation: A deliberate lack of speech that allows processing, reflection, and deeper thinking.

Application: Gives clients time to internalise ideas and generate insights.

Challenge: Managing discomfort that may arise during extended silence.

Social Proof

Concept: validation through others' endorsement

Related terms: peer validation, collective endorsement, crowd influence

Explanation: Using evidence of others' acceptance to bolster confidence in a creative concept.

Example: Showing a client similar successful projects to reinforce their direction.

Application: Encourages adoption of innovative ideas.

Challenge: Avoiding reliance on external approval that may suppress originality.

Spiral Dialogue

Concept: iterative conversational loops

Related terms: cyclical discussion, recursive exchange, progressive conversation

Explanation: A pattern where ideas are revisited and deepened over multiple rounds.

Application: Allows refinement of concepts through repeated feedback.

Challenge: Keeping each loop productive without redundancy.

Stakeholder Mapping

Concept: identifying influential parties

Related terms: audience analysis, interest-influence matrix, relational diagram

Explanation: Charting who will be affected by or can affect a creative project.

Application: Guides communication strategies to address varied expectations.

Challenge: Accurately assessing hidden influences.

Storytelling

Concept: narrative conveyance of ideas

Related terms: narrative framing, plot development, anecdotal illustration

Explanation: Using a structured story to share a concept, making it memorable and emotionally resonant.

Application: Helps clients articulate vision and purpose.

Challenge: Balancing narrative flair with factual clarity.

Summative Feedback

Concept: overall assessment at conclusion

Related terms: end-of-session review, holistic critique, wrap-up comment

Explanation: Feedback that encapsulates the main strengths and areas for growth after a session.

Application: Provides clear take-aways for future creative work.

Challenge: Avoiding overly generic statements that lack actionable detail.

Synchronous Communication

Concept: real-time exchange

Related terms: live conversation, immediate dialogue, real-time interaction

Explanation: Communication occurring simultaneously, such as in a face-to-face coaching session or video call.

Application: Enables instant clarification and rapid idea development.

Challenge: Managing time constraints and distraction in live settings.

Therapeutic Listening

Concept: healing-oriented listening

Related terms: counseling listening, supportive hearing, restorative communication

Explanation: Listening with the intention to provide emotional support and alleviate distress.

Application: Helps clients process creative anxieties or setbacks.

Challenge: Maintaining professional boundaries and not crossing into therapy.

Tone

Concept: auditory quality of speech

Related terms: vocal timbre, pitch, emotional inflection

Explanation: The way words are spoken, conveying attitude, mood, and intent.

Application: Coaches modulate tone to convey encouragement or seriousness.

Challenge: Misinterpretation of tone across different cultures or mediums.

Triadic Communication

Concept: three-person interaction

Related terms: group dialogue, trio conversation, mediated exchange

Explanation: A communication pattern involving a coach, client, and a third party (e.g., observer or stakeholder).

Application: Facilitates multi-perspective feedback on creative work.

Challenge: Balancing each participant's voice without dominance.

Underspecification

Concept: deliberate vagueness in instruction

Related terms: open-ended direction, ambiguity, creative leeway

Explanation: Providing minimal details to encourage the client's own interpretation and invention.

Application: Stimulates originality when over-specifying may limit creativity.

Challenge: Ensuring the client does not feel lost or unsupported.

Validation

Concept: acknowledgement of experience

Related terms: affirmation, recognition, acceptance

Explanation: Communicating that the client's feelings, thoughts, or creative choices are legitimate and understood.

Application: Strengthens self-esteem and encourages risk-taking.

Challenge: Distinguishing validation from agreement; validation does not require endorsement.

Verbal Cue

Concept: spoken prompt or signal

Related terms: auditory cue, spoken trigger, linguistic signal

Explanation: A word or phrase used to direct attention or indicate a transition.

Example: "Now" signals the start of a new activity.

Application: Structures session flow and maintains focus.

Challenge: Overuse can become mechanical and lose impact.

Vision Statement

Concept: future-oriented description

Related terms: aspirational goal, strategic outlook, creative purpose

Explanation: A concise articulation of the desired future state of a creative project or personal development.

Application: Guides decision-making and aligns efforts toward a common aim.

Challenge: Keeping the statement inspiring yet achievable.

Warmth

Concept: affective tone conveying friendliness

Related terms: friendliness, approachability, supportive demeanor

Explanation: The emotional quality expressed through voice, facial expression, and body language that makes the speaker feel welcomed.

Application: Enhances rapport and encourages openness in creative discussions.

Challenge: Maintaining warmth while delivering critical feedback.

Active Questioning

Concept: purposeful inquiry to stimulate thought

Related terms: probing, Socratic method, catalytic questioning

Explanation: Asking targeted questions that challenge assumptions and prompt deeper analysis.

Application: Drives creative problem-solving and expands perspective.

Challenge: Avoiding overwhelming the client with too many questions at once.

Backchanneling

Concept: listener's subtle signals of attention

Related terms: nodding, "mm-hm," eye contact, verbal affirmations

Explanation: Small verbal or non-verbal cues that indicate the listener is engaged and following the speaker.

Application: Reinforces the speaker's confidence and keeps momentum.

Challenge: Overuse may distract or appear insincere.

Boundary Setting

Concept: defining limits of interaction

Related terms: professional limits, scope, role clarity

Explanation: Establishing clear expectations about what topics, timeframes, and responsibilities are appropriate in a coaching relationship.

Application: Protects both coach and client, ensuring focus on creative goals.

Challenge: Communicating boundaries without stifling openness.

Contextual Framing

Concept: situating ideas within relevant backdrop

Related terms: situational framing, background setting, environmental context

Explanation: Providing the surrounding circumstances that give meaning to a creative concept.

Application: Helps clients see relevance and potential impact of their work.

Challenge: Avoiding over-contextualisation that limits imaginative freedom.

Deconstruction

Concept: breaking down ideas into parts

Related terms: analysis, component mapping, reduction

Explanation: An analytical process where a concept is examined by separating its constituent elements.

Application: Allows clients to identify strengths and weaknesses of a creative piece.

Challenge: Preventing analysis paralysis that stalls synthesis.

Empathic Mirroring

Concept: reflecting emotional tone

Related terms: affective matching, resonance, emotional alignment

Explanation: The coach mirrors the client's emotional state through tone, pace, and body language, fostering deeper connection.

Application: Enhances trust and encourages authentic expression.

Challenge: Keeping mirroring subtle to avoid perceived mimicry.

Feedback Sandwich

Concept: structured critique format

Related terms: positive-negative-positive, layered feedback, balanced comment

Explanation: Delivering feedback by starting with a positive comment, followed by constructive criticism, and ending with another positive note.

Application: Softens impact of critique while maintaining clarity.

Challenge: Preventing the format from feeling formulaic.

Goal Alignment

Concept: ensuring objectives match values

Related terms: purpose congruence, strategic fit, vision integration

Explanation: The process of confirming that creative targets are consistent with the client's broader aspirations.

Application: Increases motivation and commitment to creative tasks.

Challenge: Reconciling divergent short-term goals with long-term vision.

Heuristic Prompt

Concept: simple cue to spark ideas

Related terms: trigger, catalyst, creative spark

Explanation: A brief suggestion that encourages the client to think differently, such as "What if you reversed the process?"

Application: Breaks mental ruts and stimulates divergent thinking.

Challenge: Selecting prompts that are relevant and not overly prescriptive.

Iterative Dialogue

Concept: repeating cycles of conversation

Related terms: iterative process, feedback loop, recursive talk

Explanation: A conversational pattern where ideas are refined through successive rounds of discussion and reflection.

Application: Supports progressive development of creative concepts.

Challenge: Managing time so iterations remain purposeful.

Joint Narrative

Concept: shared storytelling between coach and client

Related terms: co-creation, collaborative story, mutual plot

Explanation: The process of building a story together that reflects both the client's vision and the coach's insights.

Application: Strengthens identity and purpose behind creative work.

Challenge: Balancing contributions so the client's voice remains central.

Keynote Listening

Concept: focused attention on central themes

Related terms: thematic listening, priority focus, central idea capture

Explanation: Concentrating on the most important messages or recurring motifs in a client's discourse.

Application: Helps distill core creative drivers from extensive dialogue.

Challenge: Avoiding neglect of seemingly peripheral but potentially valuable ideas.

Leadership Presence

Concept: authoritative yet supportive demeanor

Related terms: executive charisma, confident stance, guiding aura

Explanation: The coach's ability to project confidence, clarity, and calm, influencing the client's creative confidence.

Application: Sets a tone of safety and direction for exploration.

Challenge: Maintaining authenticity while embodying authority.

Mindful Listening

Concept: present, non-judgmental hearing

Related terms: meditation, attentive awareness, conscious hearing

Explanation: Listening with full awareness, noticing thoughts and emotions without reacting.

Application: Reduces bias and enhances depth of understanding in creative sessions.

Challenge: Practising mindfulness consistently under pressure.

Non-Linear Narrative

Concept: story structure without chronological order

Related terms: fragmented storytelling, mosaic narrative, temporal flexibility

Explanation: A narrative that jumps in time or perspective, often used to evoke curiosity or deeper meaning.

Application: Encourages clients to experiment with unconventional storytelling formats.

Challenge: Ensuring coherence for the audience.

Outcome Mapping

Concept: visualising desired results

Related terms: goal diagram, result chart, impact mapping

Explanation: Creating a graphic representation of the steps needed to achieve a creative objective.

Application: Provides clarity on milestones and dependencies.

Challenge: Keeping the map adaptable to creative detours.

Parallel Listening

Concept: simultaneous attention to multiple streams

Related terms: multitasking, dual focus, concurrent hearing

Explanation: The coach monitors both spoken content and underlying emotions or subtext at the same time.

Application: Captures both explicit ideas and hidden concerns.

Challenge: Cognitive load may increase with complex discussions.

Question Framing

Concept: shaping how a question is posed

Related terms: wording, perspective, bias mitigation

Explanation: The way a question is worded influences the type of response and the thinking direction.

Application: Guides clients toward constructive reflection rather than defensiveness.

Challenge: Avoiding leading language that restricts authentic answers.

Reflective Practice

Concept: ongoing self-evaluation of coaching

Related terms: professional development, meta-learning, continuous improvement

Explanation: The coach regularly reviews their own communication style, decisions, and outcomes to refine skills.

Application: Enhances effectiveness in facilitating creative breakthroughs.

Challenge: Maintaining honesty and openness to critique.

Resilience Building

Concept: strengthening capacity to recover

Related terms: coping skills, psychological endurance, adaptive mindset

Explanation: Coaching techniques that help clients bounce back from creative setbacks.

Application: Enables sustained creative output despite challenges.

Challenge: Balancing encouragement with realistic appraisal of obstacles.

Scaffolded Inquiry

Concept: gradual escalation of questioning depth

Related terms: stepwise probing, layered questioning, progressive exploration

Explanation: Starting with broad questions and moving toward more detailed, specific ones as the client's thinking evolves.

Application: Prevents overwhelm while deepening insight.

Challenge: Timing the progression to match client readiness.

Signal Phrase

Concept: verbal marker indicating transition

Related terms: cue phrase, transition word, verbal indicator

Explanation: A short phrase like "Next," used to smoothly shift topics or activities.

Application: Keeps session flow organized.

Challenge: Over-reliance may make the session feel scripted.

Story Arc

Concept: structural progression of a narrative

Related terms: plot curve, narrative trajectory, dramatic structure

Explanation: The sequence of events from introduction through climax to resolution.

Application: Guides clients in shaping compelling creative works.

Challenge: Avoiding predictable arcs while maintaining coherence.

Synergistic Communication

Concept: collaborative exchange that multiplies ideas

Related terms: co-creation, mutual enhancement, collective intelligence

Explanation: When two parties interact such that the combined output exceeds the sum of individual contributions.

Application: Fosters innovative breakthroughs in coaching sessions.

Challenge: Ensuring equal participation and avoiding dominance.

Temporal Alignment

Concept: synchronising timing of messages

Related terms: pacing, timing, rhythmic coordination

Explanation: Matching the speed and rhythm of speech to the client's processing style.

Application: Enhances comprehension and reduces fatigue.

Challenge: Adjusting pace without appearing rushed or sluggish.

Uncertainty Tolerance

Concept: comfort with ambiguous situations

Related terms: ambiguity acceptance, risk appetite, flexibility

Explanation: The ability to remain productive when outcomes are not clearly defined.

Application: Encourages clients to explore novel ideas without fear of the unknown.

Challenge: Cultivating tolerance in those accustomed to certainty.

Visual Metaphor

Concept: image that represents an abstract idea

Related terms: pictorial analogy, symbolic illustration, graphic metaphor

Explanation: Using a visual element to convey a concept, such as a lighthouse representing guidance.

Application: Aids in communicating complex ideas succinctly.

Challenge: Selecting images that resonate across diverse audiences.

Voice Modulation

Concept: varying pitch, volume, and pace

Related terms: vocal dynamics, intonation, speech variation

Explanation: Adjusting vocal qualities to emphasize points, convey emotion, and maintain listener interest.

Application: Keeps sessions engaging and highlights key creative insights.

Challenge: Over-modulation may distract from content.

Waiting Space