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Discover Your Unique Coaching Style

A Guide to 22 Distinct Paths to Growth



Have you ever wondered what kind of coach you are? Do you lead with empathy, push for growth, or craft structured plans for success? We created the **Coaching DNA Assessment** to help you pinpoint your two highest-scoring strengths, and see how they combine to create your unique coaching approach.

Below, you'll find the **22 distinct coaching styles** that emerge from these paired strengths. Each style has its own strengths, unique impact, and potential watch-outs to be mindful of.

Use this guide to understand where you shine as a coach.

THE MENTOR (Self-Awareness + Development Focus)

THE MOTIVATOR (Empowerment + Emotional Intelligence)

THE STRATEGIST (Development Focus + Communication)

THE LISTENER (Communication + Emotional Intelligence)

THE CHALLENGER (Adaptability + Self-Awareness)

THE ADVOCATE (Self-Awareness + Communication)

THE VISIONARY (Self-Awareness + Empowerment)

THE CONNECTOR (Self-Awareness + Emotional Intelligence)

THE TRAILBLAZER (Self-Awareness + Accountability & Follow-Through)

THE HARMONIZER (Self-Awareness + Adaptability)

THE CATALYST (Communication + Empowerment)

THE CHANGE AGENT (Communication + Adaptability)

THE TRUST BUILDER (Communication + Accountability & Follow-Through)

THE GROWTH CHAMPION (Development Focus + Empowerment)

THE GROWTH GUIDE (Development Focus + Emotional Intelligence)

THE OUTCOME ARCHITECT (Development Focus + Accountability & Follow-Through)

THE FLEXIBLE COACH (Development Focus + Adaptability)

THE RESILIENT COACH (Empowerment + Adaptability)

THE DEPENDABLE ALLY (Empowerment + Accountability & Follow-Through)

THE EMOTIONAL ANCHOR (Emotional Intelligence + Accountability & Follow-Through)

THE EMOTIONAL NAVIGATOR (Emotional Intelligence + Adaptability)

THE CONSISTENT ADAPTER (Accountability & Follow-Through + Adaptability)

The Mentor

(Self-Awareness + Development Focus)

You bring wisdom and experience, guiding others through insight and reflection.

You're not just an advisor — you're a trusted guide, helping others uncover their strengths and find their way forward. You're always ready to share insights and reflections that fuel growth.

Pros: Encourages deep reflection, builds trust, and supports long-term growth.

Challenges: May lean too much on past experiences rather than adapting to new situations.

The Motivator

(Empowerment + Emotional Intelligence)

You build confidence and keep energy high, encouraging belief in others' potential.

Your enthusiasm and energy are contagious, pushing others to embrace challenges and believe in themselves. You're a constant source of inspiration.

Pros: Creates a positive, can-do environment; inspires action.

Challenges: Can sometimes overlook practical obstacles in the rush to inspire.

The Strategist

(Development Focus + Communication)

You create structured paths to success and clearly communicate the way forward.

You provide clarity and direction, mapping out plans that help others move forward confidently. Your coaching ensures no one is left without a clear path.

Pros: Clarifies goals and steps; helps others take decisive action.

Challenges: May over-focus on structure and underplay emotional dynamics.

The Listener

(Communication + Emotional Intelligence)

You foster psychological safety and trust, giving others the space to grow.

You're a safe haven for others, making them feel heard and valued. Your deep listening empowers people to find their own answers.

Pros: Builds trust and openness; encourages self-reflection.

Challenges: May hesitate to challenge others or provide necessary direction.

The Challenger

(Adaptability + Self-Awareness)

You push people to rise above their limits while staying grounded in your own awareness.

You balance self-awareness with a fearless approach to challenge. You push others beyond comfort zones—creating real breakthroughs.

Pros: Drives growth and resilience; fosters a strong mindset.

Challenges: May feel too intense for some, risking disengagement.

The Advocate

(Self-Awareness + Communication)

You connect deeply through conversation and guide others with authentic, purposeful dialogue.

Your words build bridges, and your genuine conversations create space for others to open up and grow. You're a champion of clarity and connection.

Pros: Builds rapport and understanding; drives authentic conversations.

Challenges: May get caught up in dialogue without driving action.

The Visionary

(Self-Awareness + Empowerment)

You help others see their own path forward, balancing self-awareness with a drive to build others up.

You're future-focused, blending self-awareness with empowerment to help others envision what's possible and chase it.

Pros: Inspires others to dream big and pursue meaningful goals.

Challenges: May be seen as unrealistic or idealistic at times.

The Connector (Self-Awareness + Emotional Intelligence)

You create a safe space for authentic growth, blending inner awareness with emotional insight.

Your emotional intelligence and self-awareness come together to create supportive, honest environments where people thrive.

Pros: Fosters authentic relationships and trust.

Challenges: May find it challenging to set boundaries if too focused on emotional needs.

The Trailblazer

(Self-Awareness + Accountability & Follow-Through)

You lead by example, pairing strong self-awareness with unwavering reliability and results.

You show others what's possible by living it yourself. Your follow-through and self-awareness inspire confidence and commitment in others.

Pros: Builds credibility and trust through example.

Challenges: Risk of burnout if you try to be everything to everyone.

The Harmonizer

(Self-Awareness + Adaptability)

You adjust your style to support each person's journey while maintaining personal authenticity.

You're flexible and attuned to others' needs, always blending your approach with your own authenticity.

Pros: Creates inclusive, supportive environments.

Challenges: May struggle to assert your own needs in coaching dynamics.

The Catalyst

(Communication + Empowerment)

You spark transformation by connecting deeply and encouraging action.

You're the spark that lights a fire in others, blending insight and motivation to drive meaningful change.

Pros: Inspires others to act and take ownership of their growth.

Challenges: Can unintentionally rush others who need more time to reflect.

The Change Agent

(Communication + Adaptability)

You flex and flow with changing circumstances, always finding the right words to support growth.

You're agile and insightful, navigating change with grace and supporting others to do the same.

Pros: Helps others navigate uncertainty with confidence.

Challenges: May struggle to stick to a consistent approach if constantly adapting.

The Trust Builder

(Communication + Accountability & Follow-Through)

You show that words matter when backed by steady, consistent action.

You follow up and follow through, showing others that they can rely on you—and that accountability matters.

Pros: Creates dependable coaching relationships built on trust.

Challenges: Can become too focused on delivery over depth if not balanced.

The Growth Champion

(Development Focus + Empowerment)

You encourage others to own their growth and provide a framework for success.

You believe in others' ability to succeed and offer the right balance of structure and support to make it happen.

Pros: Empowers others to take charge of their development.

Challenges: May risk micromanagement if not mindful.

The Growth Guide

(Development Focus + Emotional Intelligence)

You support others with structured plans that are rooted in empathy and understanding.

You blend emotional intelligence with a commitment to development, guiding others to their next best steps.

Pros: Creates personalized growth paths that resonate.

Challenges: Can get stuck in planning rather than moving to action.

The Outcome Architect

(Development Focus + Accountability & Follow-Through)

You're all about helping others map out their growth — and ensuring those plans become reality.

You're driven by results and ensure that the plans you help create are practical and achievable.

Pros: Delivers clear, measurable progress for others.

Challenges: May miss the emotional context if too results-focused.

The Flexible Coach

(Development Focus + Adaptability)

You champion growth in others, no matter what curveballs come your way.

You roll with the punches, always adjusting to meet others where they are in their growth journey.

Pros: Adapts to individual needs; provides personalized coaching.

Challenges: Can appear inconsistent or scattered to those seeking a more predictable style.

The Resilient Coach

(Empowerment + Adaptability)

You champion others to step up and stay strong, even when the going gets tough.

You blend empowerment with adaptability, creating space for others to find strength in uncertainty.

Pros: Supports growth through challenges and change.

Challenges: May miss opportunities for structured planning if too focused on resilience.

The Dependable Ally

(Empowerment + Accountability & Follow-Through)

You ensure others feel supported and capable, and you always back that up with consistent action.

You're steady and reliable, helping others trust that their goals are in good hands.

Pros: Builds strong, reliable relationships; consistent delivery.

Challenges: Can overextend yourself if boundaries aren't clear.

The Emotional Anchor

(Emotional Intelligence + Accountability & Follow-Through)

You're a reliable presence for others — steadfast, empathetic, and grounded in follow-through.

You combine emotional intelligence with accountability, becoming the steady guide others rely on.

Pros: Balances empathy with results; creates a safe environment.

Challenges: May neglect your own needs while supporting others.

The Emotional Navigator

(Emotional Intelligence + Adaptability)

You're able to navigate the highs and lows of coaching, responding to each person's needs in the moment.

You're an adaptable, emotionally attuned guide who helps others find calm and purpose—even in tough times.

Pros: Builds trust and creates emotionally safe spaces.

Challenges: May become emotionally drained if not mindful of self-care.

The Consistent Adapter

(Accountability & Follow-Through + Adaptability)

You flex your coaching style to meet people where they are — while always delivering results.

You're adaptable and dependable, adjusting to challenges while ensuring no one is left behind.

Pros: Balances flexibility with follow-through; supports real progress.

Challenges: Can sometimes over-adapt and lose sight of your own coaching identity.

Ready to Explore?

We believe every coach is unique — and these styles are a way to celebrate and better understand the incredible work you do. Curious about your coaching style? Take the [Coaching DNA Assessment](#) to see which two areas you score highest in. Then use this list to reflect, refine, and keep growing!

If you're looking for ways to improve your coaching skills, an executive coaching session can help you identify your next steps. Book one [here](#).