

Cognitive Behavioural Coaching

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Gyrfa Cymru
Careers Wales



Learning Outcomes

By the end of the session, you should be able to:

- Describe Cognitive Behavioural Coaching.
- Identify the ABC (activating event, belief, consequence) for a client.
- Consider how to challenge customer's unhelpful beliefs using evidence.
- Identify situations in which cognitive behavioural coaching could be a useful way forwards.



Working Together

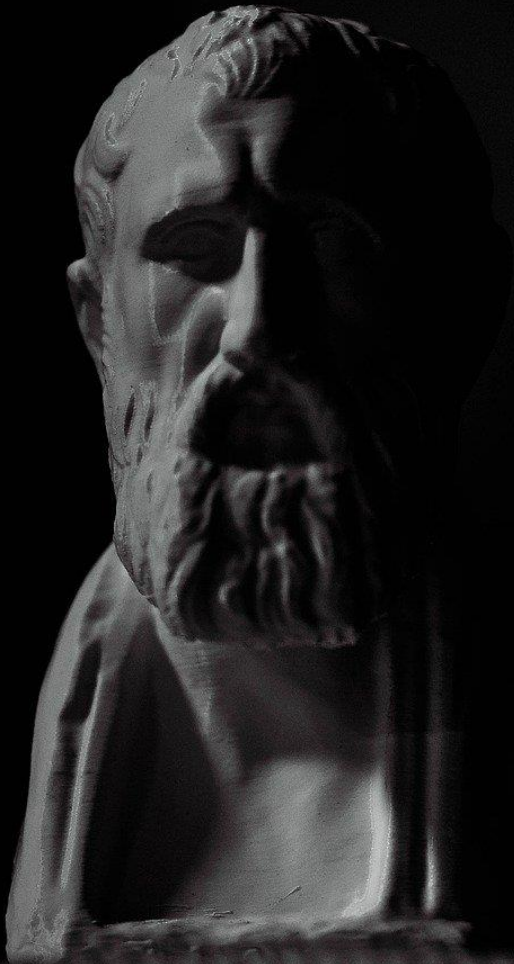
- Please share your ideas!
- Ask questions
- Keep personal confidences in the room
- Listen to each other



Cognitive Behavioural Coaching

Same principles as CBT developed by Aaron Beck and Albert Ellis.

Epictetus (stoic philosopher) –
“Man is not worried by real problems so much as by his imagined anxieties about real problems.”



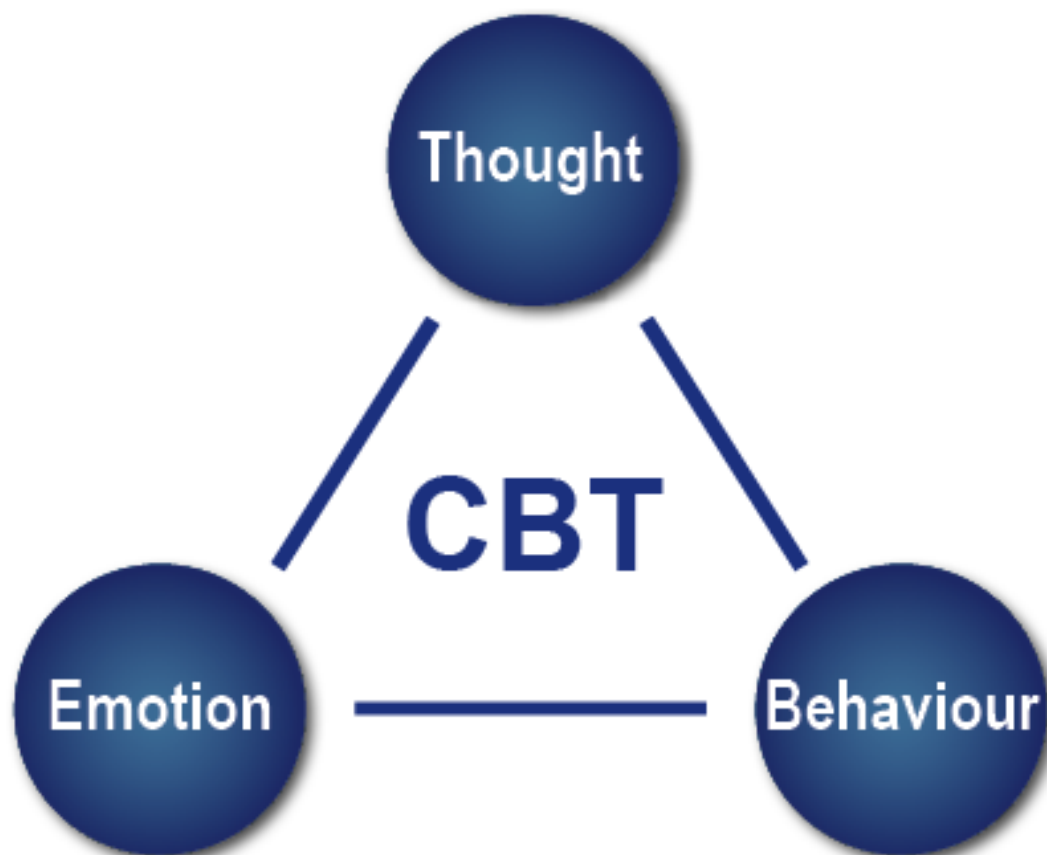
Therapy vs Coaching

Therapy	Coaching
<p>Treats mental health problems such as depression.</p> <p>Focuses on improving low mood or dysfunctional behaviour.</p> <p>Usually takes place over a series of therapy sessions (e.g. brief therapy).</p> <p>Delivered by qualified counsellors/therapists.</p>	<p>Enhances performance.</p> <p>Future focused goal setting.</p> <p>Focuses on specific problem areas where performance can be improved.</p> <p>Can be a one-off coaching session or several sessions.</p> <p>Delivered by people with a coaching role including careers advisers, managers, sports coaches, youth workers etc.</p>

The Coaching Alliance

- A collaborative and trusting relationship
- Open communication
- Empathy and understanding
- Mutual respect and positive regard
- Co-operation
- Customer expert on own life
- Alignment on the goals of coaching

What we *think* affects
how we act and feel.



What we *feel* affects
how we think and do.

What we *do* affects
how we think and feel.

ABC Model

- A – activating event
- B- beliefs
- C- consequences
(behaviour/feelings)



Example 1

- A – client will be starting college next week
- B – “No-one will like me. I won’t know what to do and I will make a fool of myself. I am thick and everyone will find out.”
- C- Feels anxious and nervous. Doesn’t make eye contact with people they meet. Avoids doing homework set. Doesn’t ask for help.

An Example

Angharad goes to visit a recruitment agency, and the agent barely looks at her while he is registering her and seems to spend more time looking at people coming in and out of the office. Although she tries to explain her skills as best she can, he doesn't seem to be taking much notice.

"The agent is rude and is insulting me by ignoring me."	Irritated	Sad	Nervous	Caring
"The agent doesn't find me interesting and doesn't think I have worthwhile skills. I bore everybody and have no useful skills."	Irritated	Sad	Nervous	Caring
"The agent seems a bit stressed. Maybe he's had a bad morning or is trying to do two jobs at the same time."	Irritated	Sad	Nervous	Caring

Case Study - Partner

What do you think the ABC is?

Jack is a recent graduate and is currently working in Tesco as a cashier. He feels very bored and wants to make more use of the skills he developed in his history degree. When he is invited to a job interview, he gets very nervous. He says he always messes them up and never manages to sell himself well. He thinks that there are many other people with more skills and experience, so he is never going to succeed. In the job interview, he tends to clam up and not say very much.

Mood List

Sad Nervous Worried Bored Anxious
Depressed Embarrassed Insecure Enraged
Irritated Scared Proud Joyful Happy Disgusted
Excited Mad Hurt Guilty Ashamed
Frightened Panicky Cheerful Calm Loving
Warm Frustrated Disappointed Humiliated Content
Grateful Delighted Apprehensive Confused
Overwhelmed Numb Secure Ambivalent
Tired Energetic

OTHER MOODS:

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Questions to Explore Beliefs

- What did you think when that happened?
- What did you say to yourself?
- How did you explain that to yourself?
- What exactly did you think?



ABCDE Model

- A – activating event
- B- beliefs
- C- consequences
(behaviour/feelings)
- D- dispute (challenge)
- E- effect



Example 1

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Dispute:

- Is there any evidence that they are thick (have they got the grades they need for the course? Yes).
- Are there any good reasons for no-one to like them (are they a horrible mean person? Probably not).
- Are they the only person who is feeling nervous about starting college (probably not).
- Will everyone else know what to do? (probably not)
- What would they be thinking if they were more comfortable?
- How would they act then?
- What is a more useful thought "I am a little nervous about a new situation, but I will cope with it just as well as everyone else. I am a nice person, and some people will like me. I have the grades I need for the course, so I should be able to cope with the work."

Effect

- Feels a little nervous, but also excited. Able to make friends and ask for help when needed. Give homework their best effort and listens to feedback.

Ways of Challenging

- Are there any good reasons for that to be true?
- What evidence have you got for that belief?
- Is there any evidence that contradicts that belief or brings it into doubt?
- What could be an alternative explanation?
- What do other people think?
- What might a more confident person think in this situation?
- What would be a more useful belief?



A More Balanced Thought

A balanced thought will acknowledge the challenges in a situation but also contain some hope or expectation of a positive outcome. It may include some thoughts about the person's ability to cope with a challenge.

“There are plenty of opportunities for people in their fifties; I just might need to be a bit more patient, flexible and open minded about what I do. I am not as physically fit as I used to be, but I have other skills that I didn't have twenty years ago.”



Thinking Traps

- All or nothing
- Overgeneralisation
- Mental filter
- Catastrophizing
- Must and Should
- Fallacy of fairness
- Perfectionism
- Fortune telling
- Mind reading
- Labelling



CBC in Model of Guidance

Stage 1 – Laying foundations	Establish relationship – build the coaching alliance.	Agree the purpose – what broad outcomes does customer want? Feelings related e.g. feel less anxious/stuck/overwhelmed – sign that CBC may be useful.	Ways of Working – get permission to explore connection between thoughts, feelings and behaviour – this may not be at the beginning of your interview.
Stage 2 – Identifying needs	Explore the story – what are the key feelings, thoughts and behaviour?	Reflect issues – help customer see how their thoughts are connected to feelings and behaviour (ABC)	Agree needs – does the customer want to work on this by exploring and possibly changing their thoughts? Get permission.
Stage 3 – Meeting needs	Action within the interview – explore evidence for thoughts, how helpful are they? Could complete thought record. (ABCDE)	Action planning – how can they test out their thoughts and gather evidence? Experiments? Resources? Referral for CBT?	Record outcomes – make note of the work you did so you can build on it next time.



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