Clean Coaching Principles

1. ACKNOWLEDGE EXPERIENCE JUST AS IT IS DESCRIBED

No extra 'words' from the coach

2. ACCURATELY PRESERVE AND UTILISE EXPRESSIONS OF EXPERIENCE

Use the coachee's exact words to develop the discussion

3. ATTEND TO ASPECTS OF EXPERIENCE CONGRUENT WITH THOSE EXPRESSIONS

Develop the conversation using the content the coachee has brought

4. ONLY PRESUPPOSE NEAR-UNIVERSAL ASPECTS OF HUMAN EXPERIENCE

Don't make any other assumptions about how the person is experiencing their world

5. HAVE NO INTENTION TO CHANGE A PERSON OR THEIR EXPERIENCE

Just as with co-active coaching - the person is whole and complete exactly as they are,

https://cleanlanguage.co.uk/introducing-clean-langauage/