

# THE SOON COACHING MODEL

A structured approach to guide productive coaching conversations and drive meaningful action.

## OVERVIEW

The SOON Coaching Model provides a simple yet powerful framework for structuring coaching conversations that lead to clarity, insights, and committed action.

Component	Focus	Key Outcome
Success	Define the desired outcome	Clarity on what "good" looks like
Obstacles	Identify potential barriers	Awareness of challenges to address
Options	Explore possible approaches	Range of potential solutions
Next Steps	Commit to specific actions	Clear path forward with accountability

## S - SUCCESS

**Purpose:** Research shows that thinking about possibilities stimulates greater thinking than focusing on problems. Start by establishing a clear picture of what success looks like.

### Key Questions:

- What do you hope to achieve with this project?
- What would tell you you've reached your goal?
- What is your definition of "finished"?
- What does success look like for you in this?
- How will you know when you've been successful?
- What are the key indicators that will show progress?

**Coaching Tip:** Help the coachee create a vivid, specific vision of success that is meaningful to them personally, not just organizational metrics.

## O - OBSTACLES

**Purpose:** Being able to uncover and prioritize what might get in the way of accomplishing the goal creates realistic expectations and proactive problem-solving.

### Key Questions:

- What is preventing you from achieving your goal?
- What is stopping you? What is holding you back?
- What concerns you most about it?
- What obstacles do you anticipate?
- Which obstacle, if removed, would make the biggest difference?
- Are these obstacles internal (mindset, skills) or external (resources, others)?

**Coaching Tip:** Help distinguish between true obstacles and perceived barriers, focusing energy on addressing those with the highest impact.

## O - OPTIONS

**Purpose:** Research shows that high-level negotiation works on 5 potential ways forward. Options means working collaboratively to get clear on what possibilities for action exist.

### Key Questions:

- What have you tried so far?
- Would you like to brainstorm ideas?
- If you could do anything you wanted, what would you do?
- Let's think of at least three ways we can approach this issue right now
- What approaches have worked for you in similar situations?
- If resources weren't limited, what would you do?

**Coaching Tip:** Encourage creative thinking by first generating many options without judgment, then evaluating which are most feasible and impactful.

## N - NEXT STEPS

**Purpose:** Getting really clear on actionable next steps creates momentum and accountability.

### Key Questions:

- What is the first small step? What's an even smaller step you can take?
- You gave yourself a rating of X out of 10. What would it take to move your score by one point?
- What is the action plan?
- What action will you take?
- By when will you complete this action?
- How will you hold yourself accountable?

**Coaching Tip:** Focus on immediate, specific actions that can be taken within 24-48 hours to build momentum. The power is in asking "right now" questions.