

Using The Five Maturities to design a new future for coaching

Dr David Drake

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I am grateful to be here to pass the baton . . .



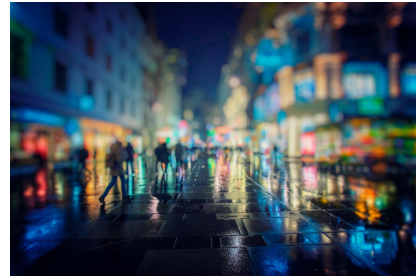
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We are coaching in a different world now.

One day, James Williams (the former Google strategist I met) addressed an audience of hundreds of leading tech designers and asked them a single question: 'How many of you want to live in the world you are designing?' There was a silence in the room. People looked around them.

Nobody put up their hand.



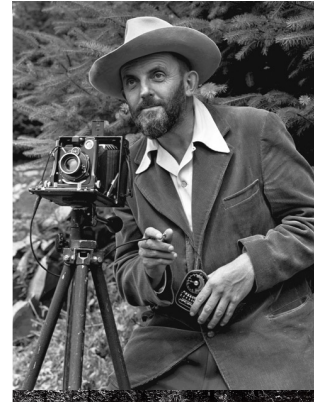
cited in "Stolen Focus" by Johann Hari (2022)

Why competencies are not enough



Competency and mastery are different paths

If we want to go beyond good to great, this requires studying masters, not scaling novices. It is about our BEING (maturity) not just our DOING (mastery).



A pause to check in



Please stop coaching . . .



The point of coaching is not coaching . . .



A client's readiness, willingness, and ability to act is the most critical variable in coaching, followed by the quality of the relationship.

Coaching is most effective when it provides a context and resources for clients in which they can access and mobilize their own self-healing capacities.


Let clients see the changes that emerge from the coaching process as resulting from something they did and can repeat in the future. We cannot enter the struggle as objects in order to later become subjects.” (Paulo Freire)



This requires maturity + mastery in five areas

Maturity → **Mastery**: what to assess and improve

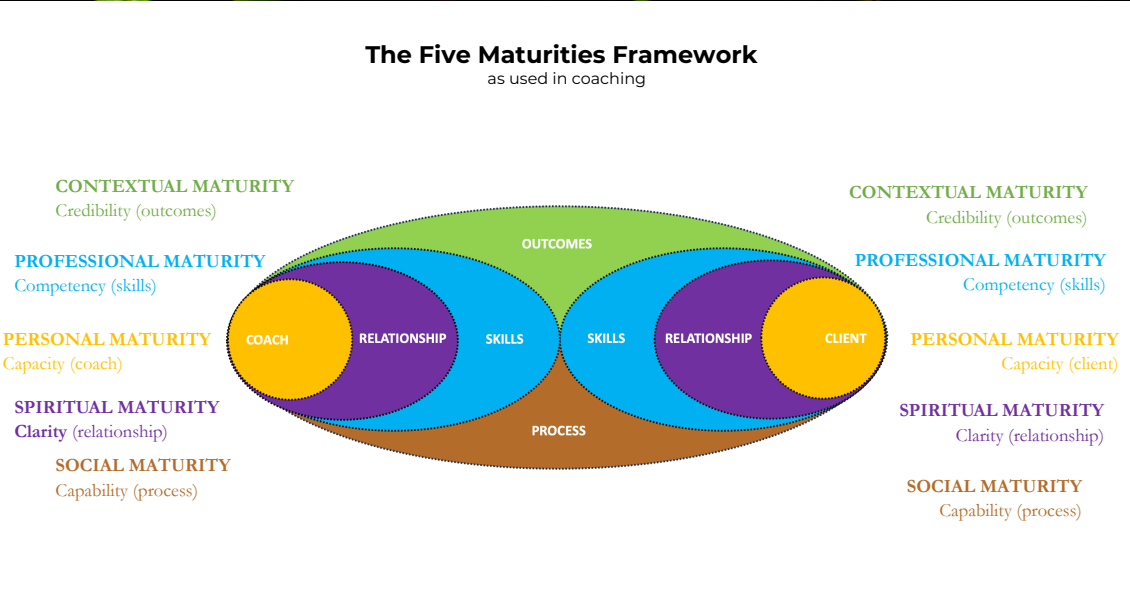
- **Personal** → **Capacity**: what you can draw on
- **Spiritual** → **Clarity**: what you can see
- **Professional** → **Competency**: what you can do
- **Social** → **Capability**: how wisely you can do it
- **Contextual** → **Credibility**: what happens as a result



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Our ultimate work is to develop together

The Five Maturities Framework as used in coaching



CONTEXTUAL MATURITY
Credibility (outcomes)

CONTEXTUAL MATURITY
Credibility (outcomes)

PROFESSIONAL MATURITY
Competency (skills)

PROFESSIONAL MATURITY
Competency (skills)

PERSONAL MATURITY
Capacity (coach)

PERSONAL MATURITY
Capacity (client)

SPIRITUAL MATURITY
Clarity (relationship)

SPIRITUAL MATURITY
Clarity (relationship)


SOCIAL MATURITY
Capability (process)

SOCIAL MATURITY
Capability (process)

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In time, how masters work becomes who they are.



Mastery is a fuller incarnation not a definitive destination. It has more to do with presence than perfection.

It is the shift from *partisan* (unconscious compliance with norms) to *artisan* (conscious commitment to craft).

Create your own style of practice and be authentic in your role as a coach AND participate with integrity in the wider field.

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What we need now . . .

We need the next generation of pioneers to build ‘pylons’ for the bridges we will need to build and then cross in finding our way to a new future for coaching and the new forms that will emerge beyond coaching.

It calls for ‘campfires’ atop these pylons, around which people can gather in conversation — especially the scouts, scholars, and emerging leaders from around the globe. This report offers starters for conversations that others will finish.



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A pause to check in



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You can dance in a hurricane
only if you're dancing in the eye.



Sigmund Freud (1927) wrote in a letter to a friend, "I want to protect analysis from physicians . . . and from priests. I want to trust it to a profession that doesn't yet exist, a profession of secular ministers of souls."

Thank you.




If you want to find out more about using **The Five Maturities**:

- Join our learning community www.themomentinstitute.com
- Register for the webinar series from the Institute of Coaching on [Designing Your Future in Coaching](#) starting soon.


The Five Maturities and Five Masteries

Moment in a session



| ELEMENT | PERSON | RELATIONSHIP | SKILLS | PROCESS | OUTCOME |
|----------|----------|--------------|--------------|-------------|-------------|
| MATURITY | Personal | Spiritual | Professional | Social | Contextual |
| MASTERY | Capacity | Connectivity | Competency | Capability | Credibility |
| iBEAM | Mindset | Aspiration | Behavior | Environment | identity |

The key is co-created development for **BOTH PEOPLE** through moments of meeting,
with an increased emphasis on developing clients as our primary mission.


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