

RESOURCES

What lies within us – and often stays unused

In coaching, resources refer to a person's inner strengths, talents, and natural inclinations – often unconscious. These personal assets are key to solving problems, especially in solution-focused coaching. Instead of dwelling on deficits, the process draws on what has worked before. Together with the coach, the client recalls successful strategies from similar situations and reactivates their strengths. The core idea: if you helped create a problem, you also hold the resources to solve it.

Resources reflect your personal style

Resources aren't just tools – they express your unique way of thinking, feeling, and behaving. That's where the concept of strengths comes in: behaviors we instinctively rely on. One salesperson connects through empathy, another persuades with confidence and rhetoric. Both succeed by using their strengths – consistent patterns of thought, emotion, and behavior, as defined by the Gallup Institute. We often take our strengths for granted. Coaching helps bring them to light – and use them purposefully.