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**APPRECIATIVE
INQUIRY COACHING**

WHAT IS IT?

Appreciative Inquiry is a strengths-based approach that:

- Focuses on what works
- Explores peak experiences
- Builds from existing strengths
- Envisions preferred futures
- Designs action from possibility

AI shifts attention from “What’s wrong?” to “What’s strong?”

WHY IT MATTERS

When coaching focuses only on problems:

- Energy decreases; change feels heavy
- Defensiveness increases

When coaching focuses on strengths:

- Confidence increases; creativity expand
- Motivation rises; ownership deepens

Energy follows attention.

THE 4-D CYCLE

- 1 | Discover – What works?**
- 2 | Dream – What’s possible?**
- 3 | Design – What should be?**
- 4 | Destiny (Deliver) – What will we commit to?**

*This structure works for individuals,
groups, and teams.*

DISCOVER QUESTIONS

- **When were you at your best?**
- **What strengths were you using?**
- **What made that experience meaningful?**
- **What conditions allowed success?**
- **What values were expressed?**

The past contains clues for the future.

DREAM QUESTIONS

- **What would your ideal future look like?**
- **If everything worked beautifully, what would be different?**
- **What bold possibility excites you?**
- **What impact do you want to have?**

Vision expands capacity.

DESIGN QUESTIONS

- **What structures would support this future?**
- **What habits would need to shift?**
- **What resources already exist?**
- **What small steps align with this vision?**

Design translates vision into movement.

DESTINY QUESTIONS

- **What are you ready to commit to?**
- **What support do you need?**
- **How will you sustain this momentum?**
- **How will you celebrate progress?**

Momentum grows when progress is recognized.

KEY DIFFERENCES

Problem-Solving VS Appreciative Inquiry

Focus on gaps VS Focus on strengths

Reactive VS Generative

Fix what's broken VS Amplify what works

Heavy energy VS Energizing

MINDSET SHIFTS

- **Listen for strengths in every story**
- **Reframe deficits into growth opportunities**
- **Highlight what worked before**
- **Ask about peak experiences**
- **Shift language from “problem” to “possibility”**

COACHING TIPS

- **Amplify success stories**
- **Invite future-focused vision**
- **Encourage bold dreaming**
- **Connect strengths to current challenges**
- **Reinforce resourcefulness**

SPARK MOMENTUM

- **Build action from strengths**
- **Celebrate progress consistently**
- **Encourage reflection on wins**
- **Name identity shifts**
- **Close sessions with possibility-focused reflection**
- **Strengths-based momentum builds resilience.**

PEAK EXPERIENCES

Ask a partner:

- “Tell me about a time you felt fully alive and effective.”

Explore:

- What strengths were present?
- What conditions supported success?
- What does this reveal about your best self?

Debrief:

- How did the energy shift?
- What insight emerged?

SELF REFLECTION

- **Did I focus more on strengths than problems?**
- **Did I generate energy in the conversation?**
- **Did the client leave feeling empowered?**
- **Did I help translate vision into action?**
- **Did I reinforce identity-based growth?**

WRAP UP

Appreciative Inquiry coaching shifts attention from what is broken to what is possible. By amplifying strengths, celebrating successes, and envisioning bold futures, we help clients build from their best selves rather than fight their worst fears. Energy grows where attention flows, and sustainable growth accelerates when clients recognize their existing capacity. Appreciative Inquiry does not ignore challenges — it addresses them through strength and possibility.

- **Remember:** *What we focus on grows.*
- **Ask:** *Am I helping my client build on what's strong?*