**ABSTRACT**

**Objective:** The discussion presented in this paper focuses on the practical coaching techniques premised on lasting principles of human learning; principles that are crucial to coaching relationships of all kinds. The principles involved tap into years of psychological research and practice (Kanfer & Goldstein, 1991; Mahoney, 1991) that focuses on issues that prompt changes in people, the important factors that fosters relationships and the ways of getting people to give up their regular actions for a new set.

**Methodology:** The article’s research is based on extensive literature analysis.

**Findings:** The research was not able to identify the specifics of what people value in different cultures; however, it captures the major active ingredients in learning endeavor, without taking culture into consideration.

**Value Added:** The article discusses 3 main types of challenges that leadership coaches find across the globe and offers guidelines to handle them.

**Recommendations:** Future papers on that topic research should include both qualitative and quantitative research findings.