



WELCOME TO FABRIC: COACHING PACK

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FABRIC

WHAT TO EXPECT FROM THIS ONBOARDING PACK:

This pack will provide you with a comprehensive guide to your coach onboarding experience at Fabric.

We will share:

Section 1: Welcome Letter

Section 2: Introduction to Fabric

Section 3: Getting Started Guide

Section 4: Frequently Asked Questions

Section 5: Coaching Framework

Section 6: Administrative Essentials

Section 7: Community and Support

Section 8: Compliance and Ethics

Section 9: Coachee Allocation Process

Section 10: Coaching Session Process

Section 11: Next Steps and Checkpoints

SECTION 1:

WELCOME LETTER

Welcome to Fabric!

We are absolutely thrilled to welcome you to Fabric! Your decision to join us as a coach is something we really appreciate, and we are confident that your expertise and passion for marketing will make a significant impact on our coachees and the entire Fabric community.

At Fabric, we believe in the power of coaching and the transformative effect it can have on budding marketing professionals. With your guidance, we will empower the next generation of marketers, helping them navigate their career paths, achieve their goals, and unlock their full potential.

Your journey with Fabric promises to be rewarding and fulfilling. As you start this exciting new chapter, know that we are committed to supporting you every step of the way. Whether you have questions, need assistance, or simply want to share your experiences, our team is here for you. We value open communication and are always eager to hear from our coaches.

Thank you for bringing your talent and dedication to Fabric. We look forward to witnessing the incredible impact you will have on our community and the lasting contributions you will make.

Warm regards,

Marissa Brown

Head of Operations

marissa@fabric-academy.com

SECTION 2:

INTRODUCTION TO FABRIC

ABOUT FABRIC

Fabric was founded with the mission to connect experienced marketing professionals with aspiring marketers. Our vision is to create a supportive community where knowledge and skills are shared, careers are nurtured, and marketing excellence is achieved.

OUR MISSION

To set a new global standard in marketing, transforming marketers of the future, to supercharge business growth.

OUR VALUES

Experience is our everything: We promise to deliver an outstanding experience for our team, our learners and our partners.

Development is our focus: We commit to improve our knowledge, our teaching and our product.

Disruption is in our DNA: We continue to challenge ourselves, our industry and marketing standards.

OUR PURPOSE

We're reinventing the marketing education landscape, to transform marketers of the future.

SECTION 2:

OUR COMMUNITY AND CULTURE

At Fabric, we value collaboration, continuous learning, and mutual respect. We strive to create an inclusive environment where every member feels valued and empowered to contribute their best.

COMMITMENT TO PROFESSIONAL DEVELOPMENT

We are dedicated to your professional growth. As a coach, you'll have access to a variety of resources, training, and development opportunities to help you stay at the forefront of the marketing industry.

SECTION 3:

GETTING STARTED GUIDE

STEP-BY-STEP INSTRUCTIONS

Accessing the Platform: Visit our portal and log in using the credentials provided in your welcome email.

Completing Your Profile: Add your bio and a photograph to your account profile

Setting Up Your Booking Link & Availability: Head to the availability tab and set up your availability blocks

Check Your Access: Make sure you can access everything you need

Exploring Resources: Familiarise yourself with the resources and tools available on the platform.

TIMELINE AND MILESTONES

Week 1: Complete your account setup and set your availability.

Week 2: Start your first coaching sessions with assigned coachees.

Month 1: Review initial feedback and adjust your approach as needed.

Quarterly: Attend quarterly update sessions with all Fabric coaches (optional).

SECTION 4:

FREQUENTLY ASKED QUESTIONS

What should I do if I encounter a technical issue during a session?

If you experience a technical issue during a session, please report it to the Fabric support team on coaching@fabric-academy.com. Include the following details in your report:

- The name of the coachee.
- A description of the technical disruption.
- The duration of the coaching session before the disruption occurred.

What happens if a coachee doesn't show up for a session?

If a coachee fails to attend a scheduled session, report it as a no-show in the system, under the specific session. You will still be compensated for this session.

Am I able to cancel and reschedule coaching sessions?

Yes, you can cancel and reschedule sessions up to 48 hours in advance. In cases of emergency, cancellation within the 48 hours will be considered on a discretionary basis.

How can I view feedback from my coachees?

Coachee feedback is compiled and shared on a quarterly basis. If you would like to receive this feedback, please request it from the Fabric support team.

SECTION 5:

COACHING FRAMEWORK

PURPOSE AND GOALS

Purpose:

The Fabric coaching framework aims to empower coachees in the field of marketing by providing personalised guidance and support from experienced coaches.

Goals:

Skill Development: Help coachees develop practical marketing skills and knowledge.

Career Advancement: Support coachees in advancing their careers within the marketing industry.

Confidence Building: Build coachees' confidence in applying marketing strategies and techniques.

CORE PRINCIPLES

Learner-Centred Approach: Focus on the coachee's needs, goals, and learning preferences.

Collaboration: Foster a collaborative relationship where coachees and coaches work together towards achieving goals.

Empowerment: Empower coachees to take ownership of their learning and career development.

Ethical Conduct: Uphold ethical standards and confidentiality in all coaching interactions.

SECTION 5:

METHODOLOGIES

Assessment and Goal Setting:

Conduct initial assessments to understand coachees' current skills, knowledge, and career aspirations.

Collaboratively set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals that align with coachees' objectives.

Coaching Techniques:

Active Listening: Listen attentively to coachees' concerns, goals, and challenges.

Questioning: Ask probing questions to encourage coachees' reflection and deeper understanding.

Feedback: Provide constructive feedback to help coachees improve their skills and performance.

Action Planning:

Develop actionable plans with coachees to achieve their goals, incorporating milestones and timelines for progress tracking.

Support coachees in overcoming obstacles and adjusting plans as needed.

SECTION 5:

BEST PRACTICES

Building Rapport: Establish a trusting and supportive relationship with coachees to create a safe environment for open communication.

Continuous Learning: Stay updated with industry trends and best practices to provide relevant and up-to-date guidance.

Flexibility: Adapt coaching approaches and strategies based on coachees' progress and feedback.

Reflection: Encourage coachees to reflect on their experiences and learning outcomes from coaching sessions.

EVALUATION AND FEEDBACK

Progress Monitoring: Regularly monitor coachees' progress towards their goals, using metrics and feedback from coachees.

Feedback Mechanism: Solicit feedback from coachees to assess the effectiveness of coaching sessions and identify areas for improvement.

Adjustment and Improvement: Use feedback to adjust coaching strategies and improve the overall coaching experience for coachees.

SECTION 5:

ETHICAL GUIDELINES

Confidentiality: Maintain strict confidentiality regarding coachees' personal information and coaching interactions.

Professional Boundaries: Respect professional boundaries and avoid conflicts of interest in coaching relationships.

Respect and Diversity: Embrace diversity and respect differences in backgrounds, perspectives, and experiences among coachees.

SECTION 6:

ADMINISTRATIVE ESSENTIALS

OVERVIEW OF ADMINISTRATIVE TASKS

Contracts and Agreements: Fabric handles all contractual matters, ensuring clear terms and conditions for your engagements.

Payment Structure:

You will be compensated for your coaching sessions on a monthly basis. Here's how the payment process works:

Purchase Orders: At the start of each month, purchase orders (POs) are raised for the coaching sessions you completed in the previous month.

Invoicing: Once the PO is issued, you can submit an invoice for the completed work.

Payment: After receiving your invoice, we will process the payment within 14 days.

Please ensure you have updated the session log in your portal following completion of each session, otherwise payment for those sessions will be deferred.

Invoicing: All invoices should be sent to Kath Redpath at accounts@fabric-academy.com

Please allow 14 days for payment to be received after submitting your invoice.

SECTION 7:

COMMUNITY AND SUPPORT

Fabric Coach Community:

You will have been invited to join our online community The Future Club where you can exclusively connect with other coaches, share experiences, and collaborate on projects.

Networking Opportunities:

Attend virtual and in-person events to network with other Fabric coaches.

Peer Support Groups:

Participate in peer support groups for mutual learning and encouragement.

Technical Support:

Contact our technical support team on coaching@fabric-academy.com for assistance with any platform-related issues.

SECTION 8:

COMPLIANCE AND ETHICS

CODE OF CONDUCT

As a Fabric coach, you are expected to uphold the highest standards of professionalism, integrity, and ethical behaviour. These guidelines are designed to ensure a positive and respectful coaching environment for all participants.

Professionalism:

Conduct coaching sessions with honesty, transparency, and respect for your coachees' perspectives and goals.

Maintain punctuality and reliability in scheduling and conducting coaching sessions.

Integrity:

Provide accurate and truthful information in your coaching sessions.

Avoid conflicts of interest or any activities that could compromise your impartiality as a coach.

Ethical Behaviour:

Adhere to ethical principles and legal requirements relevant to coaching and mentoring relationships.

Respect diversity and cultural differences, ensuring inclusivity in your coaching approach.

SECTION 8:

Compliance:

Follow all applicable laws and regulations governing coaching practices.

Uphold Fabric's policies and guidelines as outlined in your agreement.

By adhering to these principles, you contribute to a professional and supportive coaching community within Fabric, fostering trust and positive outcomes for all participants.

CONFIDENTIALITY AND PRIVACY

As a Fabric coach, you are expected to uphold the highest standards of professionalism, integrity, and ethical behaviour. These guidelines are designed to ensure a positive and respectful coaching environment for all participants.

Confidentiality Agreement:

Respect and maintain the confidentiality of all information shared during coaching sessions, unless required by law to disclose.

Obtain explicit consent from coachees before sharing any information outside the coaching relationship.

Data Security:

Use secure methods for storing and transmitting sensitive information shared by coachees.

Ensure that all electronic communications and data are protected from unauthorised access.

SECTION 8:

Anonymity:

Avoid disclosing coachees' identities or specific details that could lead to their identification without their explicit permission.

Use anonymized case studies or examples when discussing coaching experiences in public forums or educational materials.

Professional Boundaries:

Maintain appropriate boundaries in your interactions with coachees, refraining from sharing personal information that is not relevant to the coaching relationship.

By adhering to these best practices, you demonstrate your commitment to respecting the confidentiality and privacy rights of your coachees, promoting a safe and trusting coaching environment within Fabric.

REPORTING ISSUES

Fabric is committed to maintaining a supportive and ethical coaching environment. If you encounter any issues or concerns related to ethical behaviour or breaches of conduct, please follow these procedures for reporting:

Identify the Issue:

Clearly identify the specific behaviour or incident that raises concerns. Gather relevant facts and details to support your report.

SECTION 8:

Report to Fabric:

To report a specific issue please make a note of this in the specific session log and the team will be notified of this and will be in touch to discuss the issue with you in more detail.

Confidentiality:

Handle the report with discretion and maintain confidentiality to the extent possible, respecting the privacy of all parties involved.

Avoid discussing the details of the report with individuals who are not directly involved in the resolution process.

Follow-Up:

Cooperate with Fabric's investigation process, providing additional information or clarification as requested.

Await feedback or updates regarding the resolution of the reported issue from Fabric's team.

Fabric takes all reports of unethical behaviour or breaches of conduct seriously and is committed to addressing them promptly and fairly. Your cooperation in reporting such issues helps maintain the integrity and professionalism of the Fabric coaching community.

SECTION 9:

COACHEE ALLOCATION PROCESS

At Fabric, we ensure that each coachee is matched with the most suitable coach based on specific criteria to facilitate an effective and rewarding coaching relationship.

Criteria for Matching:

Goals: The coachee's career and learning objectives.

Industry: Relevant industry experience and background.

Specialism: Specific areas of marketing expertise.

ALLOCATION PROCESS

Notification of Potential Match:

When a new learner joins Fabric and we identify a good match, you will be notified and be able to access more information about the learner in the portal.

Introduction and Access:

The coachee will gain access to your booking link through their Fabric account to schedule sessions with you.

Review Onboarding Evaluation:

Review the coachee's onboarding evaluation to better understand their goals and learning style.

By following this process, we aim to create a seamless and effective coaching experience for both coaches and coachees. If you have any questions about the allocation process or need assistance, please reach out to the Fabric team.

SECTION 10:

COACHING SESSION PROCESS

How the process works:

Booking Notification: Learner books a session, and you receive an email notification.

Add to Calendar: Log in to the portal, go to Sessions, and download the calendar invite at the bottom of the page.

Pre-Session Reminder: Receive an email reminder 1 hour before the session.

Start the Session: Access the session link directly from the portal and head into the zoom.

Post-Session Actions: Log in to the portal straight after the session to mark the session complete, add internal notes for the Fabric team, and leave feedback for the learner (this will sync with their account).

Note: Payment will only be authorised once you mark the session as complete.

No-Show: If a learner misses the session, mark it as a no-show in the portal, leaving any relevant notes.

SECTION 11:

NEXT STEPS AND CHECKPOINTS

INITIAL TASKS CHECKLIST

- Complete your setup.
- Set availability.
- Attend first coaching session.

SCHEDULED CHECK-INS

Fabric will schedule regular check-ins with your dedicated account manager to discuss progress, challenges, and support needs.

FURTHER ASSISTANCE AND SUPPORT

Support team - coaching@fabric-academy.com

ONBOARDING FEEDBACK

We would love any feedback on how you've found your onboarding experience with Fabric. Please email marissa@fabric-academy.com

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