



JULY 2025

NEWSLETTER OF THE  
ICF MUMBAI CHARTER CHAPTER

## COVER POINT

# Coaching for Startups

## Helping Them take Right Decisions

By Subhayu Bagchi

There are significant tailwinds driving this boom, like government policy, availability of funds, burgeoning number of entrepreneurs who are willing to back themselves et al. There is also a quiet but unmissable change in societal attitude. It is now “cool” to be a founder and there is a wider acceptance of the choice. I know parents who speak of their daughter or son's venture with chest-swelling pride, and they provide support – mental or in some cases financial – that was not common, even say ten years back.

**Booming startup ecosystem in India, but...:** There is however a flipside to this groundswell of change. About 20 percent of startups fail within a year and 50 percent within 5 years of inception, according to Startup Wired. There is fear of the unknown and of failure that goes with the territory. Unlike other choices, this is a significantly riskier path. I have had the privilege of coaching a few of these bright-eyed and passionate founders over the last few months. Their bias for action is sky-high, but it comes at the cost of reflection and pause.

**Peeling the layers:** Anchoring them to their higher purpose, helping them uncover their real goals (beyond valuations) uncovers that layer, their deep-rooted motivation for treading this path. Centering them helps in focusing their energies on that which really matters. Once uncovered, the emerging stories are inspiring. One of my clients did it for a simple yet profound objective of generating employment in her hometown, in another case the startup journey is a tribute of a son to a father who had toiled in a single spectacle shop for 35 years and the son now wants to establish his father's name as a brand and tell the whole world the story of his father's efforts.

**Decision making:** Helping them anchor, pause and reflect helps them become grounded and navigate the stress and uncertainty of a startup. A grounded and centered founder is likely to take more thought-through decisions than a stressed and hassled one; and the chances of a thought-through decision being the right one are higher versus one taken in panic ■



## MASTERY

# The Quiet Power of Permission in Coaching

By Neha Gupta

One of the most transformative, yet often not much talked about aspects of coaching is the subtle act of giving *permission*. Not in a literal, authority-based way but as a deep psychological validation that allows clients to step into parts of themselves, they have long held back. This act can unlock profound energy and momentum for change.

At its core, this kind of permission is about liberating potential that already exists but is suppressed - usually unconsciously, due to outdated internalized messages or hidden psychological contracts.

## The Unseen Contracts We Carry

Eric Berne's **Transactional Analysis (TA)** framework introduces the concept of *psychological contracts* and *life scripts* - unconscious agreements we make early in life, often shaped by parental figures or authority. These contracts dictate what is permissible in our behaviour, identity and aspirations. For example: "*Don't outshine your sibling,*" or "*It's not safe to speak your truth.*"

Over time, these messages become internalized injunctions - like "*Don't succeed,*" "*Don't feel,*" or "*Don't be important.*" Without even realizing it, clients operate within these boundaries, held back not by actual limitations but by inherited scripts that are no longer relevant or true.

## Permission: A Gateway to Self-Actualization

Coaching, especially when done with presence, empathy and depth, creates a space where these unconscious injunctions can be named and challenged. Through exploration, insight, reflection and aligned encouragement, the coach offers *psychological permission* to:

- **Speak truths** they've been silencing
- **Pursue desires** they've kept hidden
- **Reclaim parts of self** they thought weren't allowed

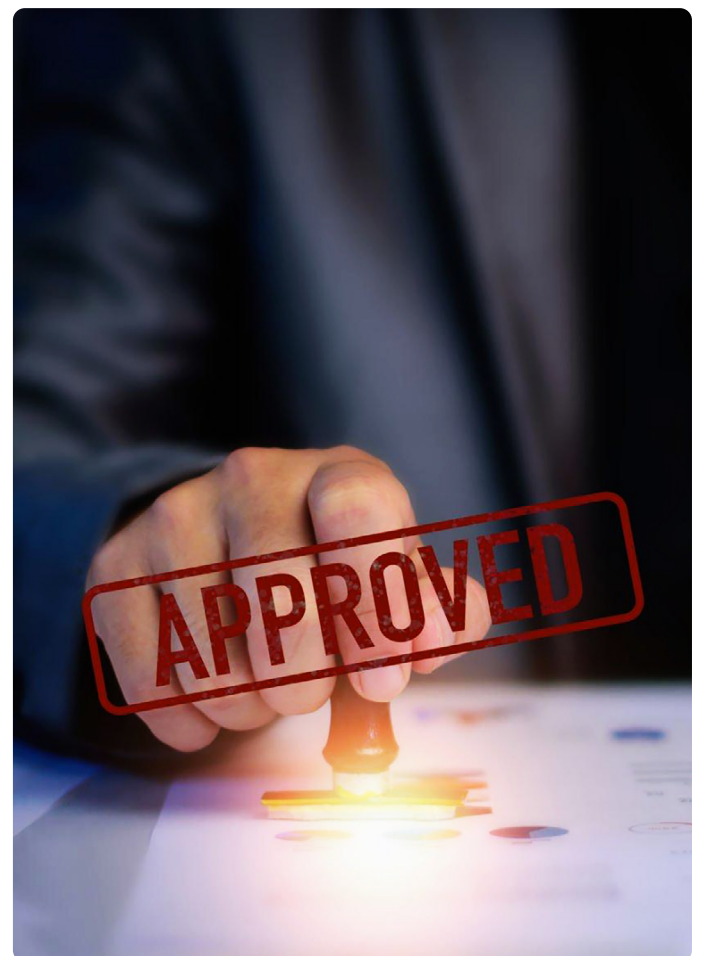
This connects to **Carl Rogers'** concept of *unconditional positive regard*, where simply being fully accepted can create the conditions for growth. The client doesn't

just receive advice - they receive a message: "*You are allowed to be all of who you are.*" Giving permission to acknowledge and express these parts re-establishes inner wholeness.

## Why This Matters

Without psychological permission, talent remains untapped, leadership gets stifled, relationships stay constrained, and the self remains partially exiled. With it, clients often experience a sudden freedom to act on what they already know or desire. The difference is not capability; it is *internal license*.

As coaches, when we attune to this layer and hold space for *permission* - we catalyse more than just behavioural change, we catalyse deep psychological release, leading to operating from higher potential and fulfilment ■



# Coaching as a Calling

## When Personality Becomes Purpose

By Naval Dey

Coaching as a career is deeply intertwined with the coach's personality—it is not just a profession but an extension of one's authentic self, contributing meaningfully to humanity. The emotional correlation between who a coach is and the impact they create is profound. Coaching thrives on a unique blend of personality traits, emotional intelligence, and lived experience that each coach brings.

### Personality: The Foundation of Coaching

A coach's effectiveness is rooted in their individuality—their “whole person(ality)” and innate brilliance. Whether extroverted and energizing or introverted and reflective, these traits build authentic connections and trust. Clients gravitate toward coaches whose style resonates with them, creating deeper impact.

### Emotional Intelligence: The Human Bridge

Emotional intelligence complements personality. Research shows traits like extraversion, agreeableness, and conscientiousness are linked with EQ and job satisfaction. Emotionally attuned coaches better

understand and empower clients, helping them navigate challenges and grow.

### Vehicle for Human Flourishing

Coaching isn't transactional—it's transformational. Coaches guide clients toward their potential, rewriting limiting narratives and sparking ripple effects across lives, teams, and communities. This is how coaching uplifts humanity.

### Lifelong Journey

As coaches grow, so does their coaching. Personality develops over time, shaped by reflection and experience. The coach's evolution enhances their ability to serve, making coaching a dynamic expression of their personal growth.

#### In summary:

- Coaching is an authentic extension of personality, enriched by emotional intelligence.
- Coaches foster growth, not just for clients, but for society—making this work a calling, not a job ■





## IN-FOCUS

# Managing Powerful Presence

On **21<sup>st</sup> June**, the ICF Mumbai Chapter hosted a transformative half-day event at the Goregaon Sports Club, centered around the theme «Managing Powerful Presence.» The event brought together coaches, leaders, and professionals to explore the key elements of presence, influence, and authenticity.

**Udit Bhatia**, Indian Learning Head of EY, kicked off the day by encouraging attendees to tap into their inner strength and authenticity to unlock deep presence. Following his session, **Ujjaval K. Buch** delivered a masterclass on cultivating deep presence in coaching, blending profound insights with

practical tools and humour. **Anju Saini's VOICES** session explored the importance of using one's voice powerfully to create trust and connection in coaching relationships. **Dexter Valles** concluded the event with an innovative session on using colour as a tool in coaching, unlocking new pathways for client reflection and breakthroughs.

The event fostered meaningful connections and provided practical tools for coaches to refine their presence and influence. Overall, it was a highly successful day of learning, creativity, and professional growth.



## THE WALL

### New Credentials



**Aditya Vikram Singh**  
awarded ACC

*Congratulations!*

### Membership Update | Total: 186

- ▶ Global members as of June 30, 2025: **115**
- ▶ Affiliate members as of June 30, 2025: **71**
- ▶ New joiners in June 2025: **2**

### NEXT UP

4<sup>th</sup> in the Beyond 10 series: **Coaching Mindfully with EQ**

**Saturday, 19<sup>th</sup> July 2025, 9:30 AM to 2:00 PM.** On Zoom.

In landmark collaboration between **ICF Mumbai Charter Chapter** and **ICF Delhi NCR Charter Chapter**

Join ICF Mumbai Charter Chapter today: [memberships@icfmumbai.com](mailto:memberships@icfmumbai.com)

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“Do you know why a ship floats and a stone cannot?” ~  
“Because the stone sees only downward. The darkness of the water is vast and irresistible. The ship feels the darkness, as well, striving moment by moment to master her and pull her under. But the ship has a secret. For unlike the stone, her gaze is not downward but up. Fixed upon the light that guides her, whispering of grander things than darkness ever knew.”

*The Lord of the Rings: The Rings of Power* series, where Finrod is teaching a young Galadriel about the nature of water and the resistance it presents to those who try to overcome it.

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