

## The Five stages of the MAGIC Methodology



It can help to consider the MAGIC Methodology as a simple arc, or bridge, helping our coachee move from where they are now, to where they want to be.

### **MIRROR: Reflect on their current situation**

The MAGIC Methodology begins with reflection. Once we have opened our coaching session and helped our coachee feel comfortable, we invite them to look into a metaphorical mirror and ask, ‘When you look in the mirror, what do you see?’ The metaphor of the mirror facilitates the process of self-reflection, encouraging the coachee to undertake an honest evaluation of their current situation. Here, we are asking questions to begin, and encourage, “exploration”.

### **ASPIRATIONS: Clarify what they would really like to achieve**

We then move on, rising up the bridge, as we help our coachee explore their aspirations and articulate a vision of their future. What would they like to see when they look in that mirror? What would they like to happen in the future? What would they love to achieve, personally or professionally? How do they want to feel? This can apply to a work-related assignment, a career move, a personal challenge or a complete life change.

### **GOALS: Create a clear, specific, measurable goal**

At the top of the bridge, we now gain a clearer view of what lies behind and ahead. The bridge has elevated us so that we can see our future laid before us. This next stage enables us to help turn those aspirations into specific and tangible goals based on their vision of the future: what they would like to achieve, by when, and why.

### **IDEAS: Generate ideas for how they could achieve the goal, and evaluate the best options**

At the ideas stage, we continue across the bridge, drawing closer to the other side. Here our questions should be broad and open: ‘How *could* you achieve this goal?’ We are aiming to help our coachee to generate a range of ideas for how they could turn their goals into reality. Now we are starting to ask questions to create “action”.

### **COMMITMENTS: Create a plan that they will commit to**

This final stage deals with commitments, addressing the question ‘How will you achieve this goal?’ At this stage, we are finishing our journey across the bridge and nearing the ground once again, on the other side. Your coachee has been informed and inspired by their journey, and now you help them develop their best ideas into a workable and effective plan.