



# THE BirthBliss ACADEMY

## Doula Coach

### *Job Description*

The BirthBliss Academy Doula Coach's (DC) role and responsibilities are:

#### **Information provider**

As an information provider, the coach will help develop the professional interests and create goals for the individual. The coach must find out how the doula wishes to develop in terms of professional growth.

#### **Counsellor**

As a counsellor, the coach must put emphasis on building a relationship based on mutual respect and trust. You will listen with an open mind and heart.

#### **Supporter**

The coach must be a supporter who is always ready to give a helping hand to the doula and share the problems and successes. The doula needs an assurance that there is someone who believes in their potentials.

#### **Guide**

Being a guide, the coach will walk alongside the doula not out in front leading the way. Actively encourage self-reflection at every possible opportunity. Ask open ended questions and help to grow and develop the key skills required for working as a doula. A coach must provide constructive and positive feedback during coaching sessions. The coach must also be adept in displaying these skills and knowledge herself.

#### **Motivator**

The coach must serve as an inspiration or an encouragement to the doula. One way to show motivation is by providing positive feedback to boost the doula's morale at every opportunity. Encourage a constant movement forward in their learning and development.

#### **Organiser and Planner**

The coach should actively encourage the doula to keep client records, network with local doulas as well as birth and baby professionals. Look at their business plan and suggest ways in which they can market their business. Encourage them to play an active role within the BirthBliss doula community and to promote the work of doulas as a whole.

## **Role Model**

This role is simply about “walking the talk.” The coach must serve as a good example of the ethics, values, and professionalism of The BirthBliss Academy’s philosophy.

## **The Qualities of a Good Coach and Mentor**

An effective coach possesses the following attributes:

- Good listener
- Emotionally intelligent
- Good motivator
- Inspiringly persuasive or influential
- Realistic and practical
- Open-minded
- Approachable
- Patient, understanding and considerate
- People-oriented
- Supportive
- An achiever
- Respected & respectful of others