



Borderless Coaching Is The Future:

Why traditional coaching
misses the mark

Introduction:

The shifting Landscape of
Coaching and the Unseen Borders



The Evolving Landscape of Coaching and the Unseen Borders

Today, we're witnessing a powerful evolution in executive coaching—one that challenges old paradigms and redefines leadership for a new world. This is driven by the critical need to accurately reflect an increasingly diverse, interconnected, yet divided global landscape. As workplaces become more uncertain and complex, leaders are increasingly tasked with navigating a radically different challenge, where traditional approaches are no longer fit for purpose.

This reality has fundamentally reshaped the needs and expectations of coaching clients. In a world marked by polarisation, uncertainty, and constant change, many leaders no longer come to coaching simply to boost performance or refine their skillset. They come with deeper questions.

More than ever, leaders want to be seen—not just as professionals, but as whole people navigating identity, complexity, and responsibility. They're looking for coaching that acknowledges the reality of their lives: the pressure to deliver, the need to support their local/global teams, and the desire to lead with authenticity across borders of difference.

Being able to meet the growing need for coaching that feels real, human, and whole isn't just a nice-to-have—it's becoming essential. Not just for coaches, but for the kind of work we're doing with organisations, too.

We believe that coaches who fail to adapt to this "whole person" approach risk becoming less relevant in a competitive market, while those who embrace it stand to gain a substantial competitive edge. The market is clearly signaling a pull towards a more inclusive coaching methodology, making this adaptation a strategic imperative, rather than solely an ethical consideration.

Even though inclusive practices are more important than ever, traditional coaching often struggles to deal with the complex issues around difference and identity."

While coaching has long been grounded in the belief—championed by Carl Rogers—that people are 'naturally resourceful, capable, and whole', today's reality challenges that notion.

Biases are real, pervasive, and often invisible. For coaching to create genuine transformation, navigating difference isn't optional—it's essential.

This means recognising that the coach is part of the relational system, too. The coach's own biases, assumptions, and blind spots are always in the room—and must be explored, not ignored.

Many traditional coaching frameworks weren't built for today's world.

They often fall short in preparing coaches to work across borders—of culture, identity, power, language, and lived experience. These models rarely provide the skills, tools, or awareness needed to engage meaningfully with the full complexity each client brings.

Coaching in a global, diverse, and divided world requires more. It calls for a practice that's expansive, responsive, and rooted in real-world difference.

Coaches are skilled at working with mindset, behaviour, and organisational context. But few are trained to explore the deeper dimensions of identity and lived experience—especially when these sit at the heart of a client's challenge.

Most coaching frameworks weren't designed to engage with difference in all its complexity. And that creates a real gap between what coaching sets out to do, and what many clients today are actually asking for.

This is not a critique of individual coaches' intentions, but rather an observation of a systemic issue that lies at the foundation of traditional coach education and practice. This gap shows why Borderless Coaching matters. It bridges what coaching promises with what today's clients actually need.

In response to this void in executive coaching practice, The Diversity Practice has pioneered a groundbreaking solution: **Borderless Coaching**.

This unique and powerful transformational framework is intentionally designed to authentically coach the whole person, embracing all aspects of their difference, and supporting the client in extending their leadership impact. Borderless Coaching specifically addresses what is referred to as "the missing 30%": the 'hidden' part of identity and difference which, when unlocked, allows clients to realise their full potential, deepen their influence, and transform their impact across their organisations and wider systems.

Why Traditional Coaching Misses the Mark

Deconstructing the Assumption that
Identity is a Neutral Factor in Coaching



Deconstructing the Assumption that Identity is a Neutral Factor in Coaching

One major assumption within traditional coaching frameworks is that identity can be treated as a neutral factor. This perspective often leads coaches to believe that a universal, "colour, gender, age blind" approach is sufficient, and is exactly what every client needs. Our research; 'Different Women' shows that the ability to understand human differences—and skillfully navigate behaviors, perspectives, values, and communication styles shaped by identity and lived experience—is essential to delivering meaningful coaching impact."

As Alex Lazarus writes in "Frontiers in Psychology":

"Identity acts as a meaning-making anchor guiding people's choices, what they do and do not do, see and do not see, attend to and ignore, prioritize and avoid." ¹

The notion that similar cultural roots automatically guarantee a better coaching relationship is misleading; in fact, it can lead to a superficial engagement that misses deeper dynamics. This highlights a hidden cost of "identity neutral" coaching. When coaches implicitly or explicitly assume an identity neutral stance, this inadvertently prevents deeper connection and profound transformation that can only occur when the client's full self is acknowledged and embraced. It also negates the identity of the coach, creating an inequitable space where the coach becomes the implicit 'knower'

This not only limits the client's potential but also restricts the coach's own professional growth and ability to serve a truly diverse market effectively. A neutral stance, in this context, becomes a limiting one, hindering the very transformative process coaching aims to achieve.

In *Evoking Excellence in Others*, James Flaherty states that unless coaches can think about their own understanding of what every human being can be, they should not coach, adding that "without this understanding, it's as if we are attempting to build a structure with materials that we aren't familiar with." ²

1) [Exploring identity in coaching – insights into coaches' understanding and approach](#) Alex Lazarus, 2025 Feb 5

2) [Coaching: Evoking Excellence in Others](#), James Flaherty, Routledge, 2022

The Challenge of Difference in the Coaching Space

Coaches come to what we label a 'border' if and when identity, culture and lived experience surface in coaching conversations. Research, including a 2017 survey by Sukari Pinnock and Amber Mayes, regularly highlight the significant gap in existing identity-related coaching frameworks and training, underscoring a pressing need for more systematic approaches to these complex issues.

"The Fifth Domain: Coaching with Identity in Mind" showed that 54% of executive coaches felt inadequately equipped to handle identity issues.³

As Alex Lazarus commented:

*"This [research] highlights the need to establish a dedicated domain for identity coaching that complements existing cognitive, emotional, somatic and spiritual methods."*⁴

In our experience, coaches can often struggle with consistently defining and addressing identity-related concerns, with their own backgrounds, experiences and coach training often shaping their interpretations and potentially limiting their perspective.

"We can't just export coaching; we need to learn from different coaching cultures, and then we may deserve the role of being a vehicle for coaching and a voice for coaching in the world. In terms of time, we are merely touching a tiny fraction of history, which we refer to as coaching regarding population, language, and geographic coverage".

Danny Morel

Coaching across the borders of difference calls for deep awareness of self and other-; a mindset that holds difference as a strength and the ability to use the dynamics of difference in the coaching space. Challenges can show up as clear language gaps or as subtle but powerful differences in how people experience values and behaviour."

3) *The Fifth Domain: Coaching with Identity in Mind*, Pinnock, Sukari; Mayes, Amber, OD Practitioner, 2017

4) [*Exploring identity in coaching – insights into coaches' understanding and approach*](#) Alex Lazarus, 2025 Feb 5

And when we talk about difference, we mean every kind—no matter how subtle. Even if Susan is coaching Samantha, and they were born on the same day in the same town, differences in work style, age, social background, or neurodiversity may still shape the coaching dynamic. Diversity is always present in the coaching space."

"Coaches are human—and naturally bring their own assumptions, biases, and expectations shaped by culture, identity, and lived experience. These unconscious filters influence how they interpret others' responses to feedback or new ideas. The result? An often-unspoken barrier: coach discomfort and a lack of readiness to engage with difference. Without specific tools and training to confidently 'embrace discomfort'—a core element of the Borderless Key™—coaches may step back from the very conversations that create the deepest impact."

Writing for the International Coaching Federation, Rachel Gojer explained:

*"One of the biggest mistakes I made in my early years as a coach was to assume that safety equals comfort. And I know I am not the only coach who, in an effort to create a safe space, ends up creating an environment that feels comfortable but may not always foster client growth. Safety in coaching does not mean being comfortable. It means creating safety so that the client can explore the uncomfortable."*⁵

"When the most powerful aspects of a client's identity and lived experience go unaddressed, the potential for truly transformative coaching is lost. This reveals an urgent need for a methodology that not only leans into these complexities, but equips coaches with the mindset, skills, strategies, and behaviours to work with the whole client—bravely, skillfully, and with lasting impact—creating the conditions for deep, meaningful identity work to thrive."

Uncovering the Critical Elements Overlooked by Conventional Approaches

Critically, Borderless Coaching™ is designed to address the crucial 'missing 30%' that conventional coaching often overlooks—the hidden-in-plain-sight elements of identity and difference. It brings a deeper exploration and sharp focus to the whole client's authentic lived experience and its real impact into the coaching conversation.

5) [Embracing the Uncomfortable in Coaching](#), Rachel Gojer, June 25, 2024

The Future: Borderless Coaching the new paradigm

Why Now?



Why Now?

Recent U.K. data reveals a striking gap: while 82% of people believe it's important to bring your whole self to work, only 41% feel they actually can—and just 31% believe their colleagues can. In today's world, where geopolitical tensions and social divides have made identity more visible and more sensitive, leaders don't just want to perform—they want to be seen. Not just for their role, but for who they truly are. When leaders feel fully recognised in their identity, they lead with greater resilience, authenticity, and impact. Coaching that honours the whole person—culture, background, values, and lived experience—builds deeper trust, unlocks stronger performance, and creates the conditions for lasting change. This is the promise of Borderless Coaching™."

Given the accelerating pace of global diversity and complexity, the limitations inherent in traditional coaching approaches are not static problems; they are rapidly becoming growing liabilities.

Adopting a Borderless approach is critical. Coaches, organisations with internal coaches, and leaders who use a coaching style risk falling behind if they don't embrace this forward-thinking approach. Borderless Coaching offers a practical, people-centred framework for working across the borders of difference—extending your impact and bringing the added advantage of being globally relevant. It enables you to remain responsive, connected, and equipped for an ever-changing world.

Borderless Coaching: A Competitive Advantage in a Crowded Market

In a global coaching landscape populated by over 109,200 certified coach practitioners, the need for a clear competitive advantage has never been more pressing. The Borderless Coach Training Programme offers precisely this, giving executive coaches, leaders, and managers innovative tools, techniques, and skills designed to dramatically increase their impact.

By embracing diversity and differences, coaches can fundamentally transform how they serve clients, teams and organisations, expanding their market reach with distinctive, inclusive coaching offerings.

It is no longer enough to just be a "good" coach. Our Framework provides a unique pathway that directly addresses a growing, yet often underserved, market need for coaching that transcends the borders of difference. . Borderless Coaching is not just as an enhancement to existing skills but a necessary specialisation for coaches aiming to stand out, attract high-value clients and secure their future global relevance.

Borderless Coaching represents a strategic shift from being a generalist to becoming able to plug the gap, work with the missing 30%, and increase your coaching impact, elevating your practice from "good" to great..

The Heart of Borderless Coaching

Borderless Coaching is built upon a foundational philosophy that redefines the very essence of powerful coaching. It suggests that truly impactful coaching crosses conventional boundaries - not just geographical ones, but the intricate, often unseen borders of identity, culture, experience and belief.

The most profound coaching experiences, according to this philosophy, emerge not when difference is minimised or erased, but when it is activated and leveraged.

"Borderless Coaching is a framework that shows coaches how to create the right conditions for both coach and client to 'unmask'—to bring their full, authentic selves, including their differences, into the coaching space. This unmasking creates a deeper, more meaningful coaching experience—building trust, unlocking insight, and enabling shifts that lead to real, lasting impact for the client. It equips coaches with the mindset and skills to meet the whole person in front of them—to engage with courage, understand their context, and honour every facet of their identity. This is what we call working in the flow of the 'triple helix': client, context, and coach. Differences are not barriers—they are catalysts for growth and transformation."

This represents a fundamental paradigm shift: difference is reframed from a "problem to manage" into a "powerful resource". This reorientation moves beyond mere tolerance or compliance, advocating for active leverage of diversity.

As Sammy Massiah, Chief Information Officer at St Mary's University, Twickenham put it:

"One thing in particular that I liked was the coach's honest yet supportive approach that dived deeper into my identity and background than anything I had experienced before. This really made the difference between a mere surface understanding of the issues and more in-depth knowledge of what lay behind them. The overall result of the coaching is that I feel better able to resolve leadership problems, even tricky, long-standing ones."

Borderless Live

Since 2015, the Borderless Coaching approach has been applied to thousands of leaders globally, resulting in deep and powerful change. **The impact of the Borderless Key™ is best seen through real-life examples—where it's used in complex, identity-rich coaching situations to unlock insight, build confidence, and support meaningful change."**

From Cultural Tension to Professional Power

Consider the case of **a professional services consultant of dual heritage**. This individual, deeply respectful of both their cultural backgrounds, sought a coach who could illuminate how to leverage their unique cultural competence to minimise conflict and achieve win-win outcomes for their ethnically diverse clientele. Through Borderless Coaching, this client was able to integrate their identity as a distinct strength, enhancing their professional impact.

Finding Courage to Lead Authentically

Another compelling example involves a gay head of department in local government. Using the Borderless Key™, a coach supported a senior leader navigating tensions between their organisational role and sexual orientation. The coach created a safe space to explore identity and difference in the workplace.

As a result, the client found the clarity and courage to apply for—and step into—a more senior role, fully aligned with their values. This case shows how Borderless Coaching turns difference into a powerful driver of growth and authentic leadership.

Navigating Power, Same Gender Same Race

Our final example involves a white female senior executive facing a bullying charge and disciplinary procedure from a white female direct report. In this scenario, the Borderless Coach guided the executive to focus on adaptive leadership styles and the underlying gender dynamics within her team, moving beyond superficial solutions to address the root causes of the conflict.

Reclaiming Quiet Leadership

A white, male C-suite executive, an outside-insider in his organisation, had spent 20 years rising through a defence manufacturing firm. Despite a strong relationship with the CEO, his introverted, reflective style clashed with the dominant executive culture. He was quietly moved to a less visible, struggling part of the business.

With the support of a Borderless Coach, he came to recognise the value of his quieter, creative strengths, hallmarks of Level 5 leadership. Reconnected to his authentic style, he led a successful turnaround of the business, proving that difference, when owned, can drive meaningful impact.

Reflecting on Borderless Coaching

In each of these real-life coaching partnerships, the coach and client brought distinct identities—across age, race, gender, faith, sexual orientation, and lived experience. Rather than setting these differences aside, they became central to the work. By engaging intentionally with the dynamics of identity and applying the Borderless Coaching™ methodology, these partnerships unlocked deep trust, bold insight, and transformative outcomes.

These stories reveal the true strength of the Borderless Coaching™ framework: its ability to navigate complexity with clarity and confidence. More than just examples, they are proof points that bring the framework to life—demonstrating its power to drive authentic connection, strengthen leadership, and create lasting, human impact in an increasingly diverse world.

"Borderless Coaching completely transformed my leadership approach. By integrating cultural aspects I'd previously compartmentalised, I'm now leading with my whole self and connecting more authentically with my global team".

Conclusion:

Go Beyond What's Familiar.
Go Borderless.



Go Beyond What's Familiar. Go Borderless.

Traditional coaching often overlooks identity and difference—missing the fundamental part of what shapes a client. By stepping over these core dimensions, coaches fail to see the whole person. Borderless Coaching™ bridges this gap with practical tools, principles and behaviors that help coaches work with, rather than around, difference—turning it into a powerful source of insight, growth, and lasting change.

The case for Borderless Coaching is clear and compelling. It adds significant value to coaching practice—enhancing the toolkit, offering a distinct competitive advantage, and opening up opportunities to work more effectively across cultures, identities, and lived experiences. It equips coaches with the skills and confidence to navigate complex human differences with clarity and impact."

For organisational leaders, HR and talent professionals, and employees, Borderless Coaching drives lasting behavioural change, amplifies leadership impact, and fosters the confidence to lead and collaborate from a more authentic, integrated sense of self.

The Borderless Coach Training Programme is designed to equip coaches with innovative tools and techniques to dramatically increase their impact, transforming how they serve clients, teams and organisations.

The time to redefine coaching is now!. The complexities and uncertainty of the world today demands a coaching approach that is courageous enough to lean into difference, rather than turn away. To truly elevate coaching practice and transform leadership, the path forward is clear: Go Borderless.

For further information on Borderless Coaching and to explore how this transformative methodology can redefine your impact, contact The Diversity Practice directly:

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