



European Association for Supervision and Coaching



EURO-FH

EUROPÄISCHE FERNHOCHSCHULE HAMBURG



CONSULT

Coaching in the perception of the
Coaching Community in Europe

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Agenda

1. Introduction
2. Our history of coaching
3. Influencing factors of coaching
4. Perception of coaching
5. The big picture
6. The roots of coaching
7. Professional identity and conduct
8. Future: Where do we go?



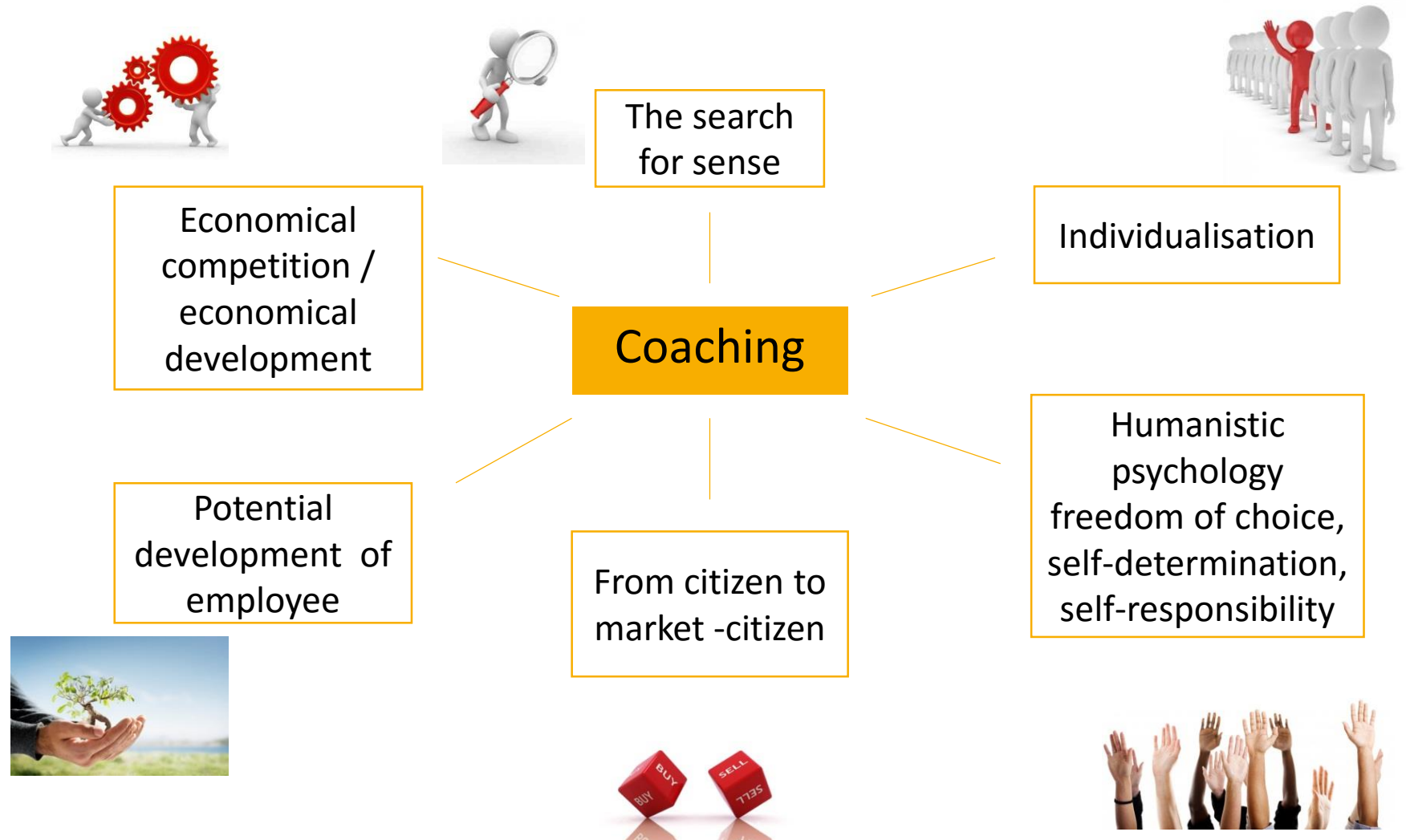
Question and dialog:

When did you first hear the word coaching?

Dialog with your neighbors



Influencing factors of coaching



Perception of coaching

Topics from practice

- Business
- Sport
- Health
- Education
- Life

Different target groups

Approach, e.g.

- Third generation coaching
- Systemic coaching
- Complementary coaching
- Virtual coaching
- Online coaching

Qualification

Academic
qualification

Non-academic
qualification

Science /
research

Daily
routine

professionalising
professional policies / organisation / occupational standards

Question and dialog:

What is your understanding of coaching?

Dialog with your neighbors



Description of Coaching

Coaching is a form of professional counseling that inspires the coachees to maximize their personal and professional *potential*.

It aims on initiating a transformational process.
Goals and solutions are discovered along the way.

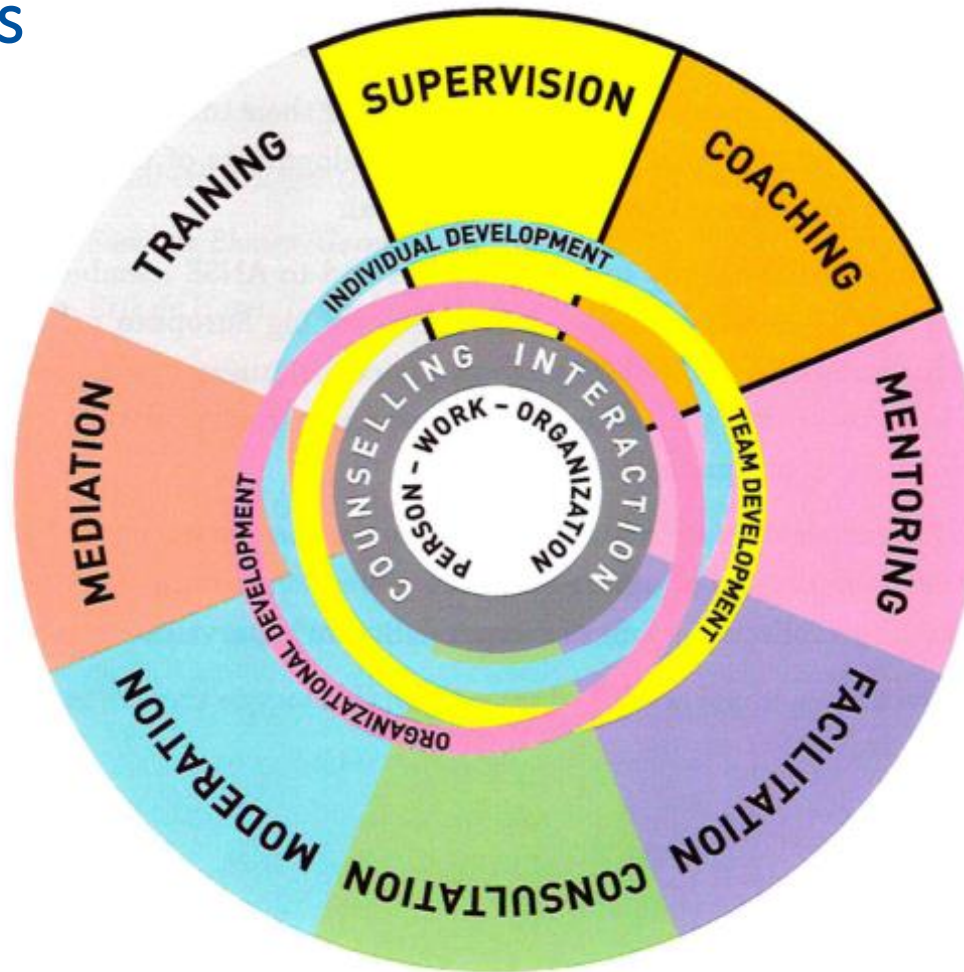
Coach and coachees work together in a
partnering relationship.

The coachees are experts on the content level;
the coach is an expert in professional counseling.



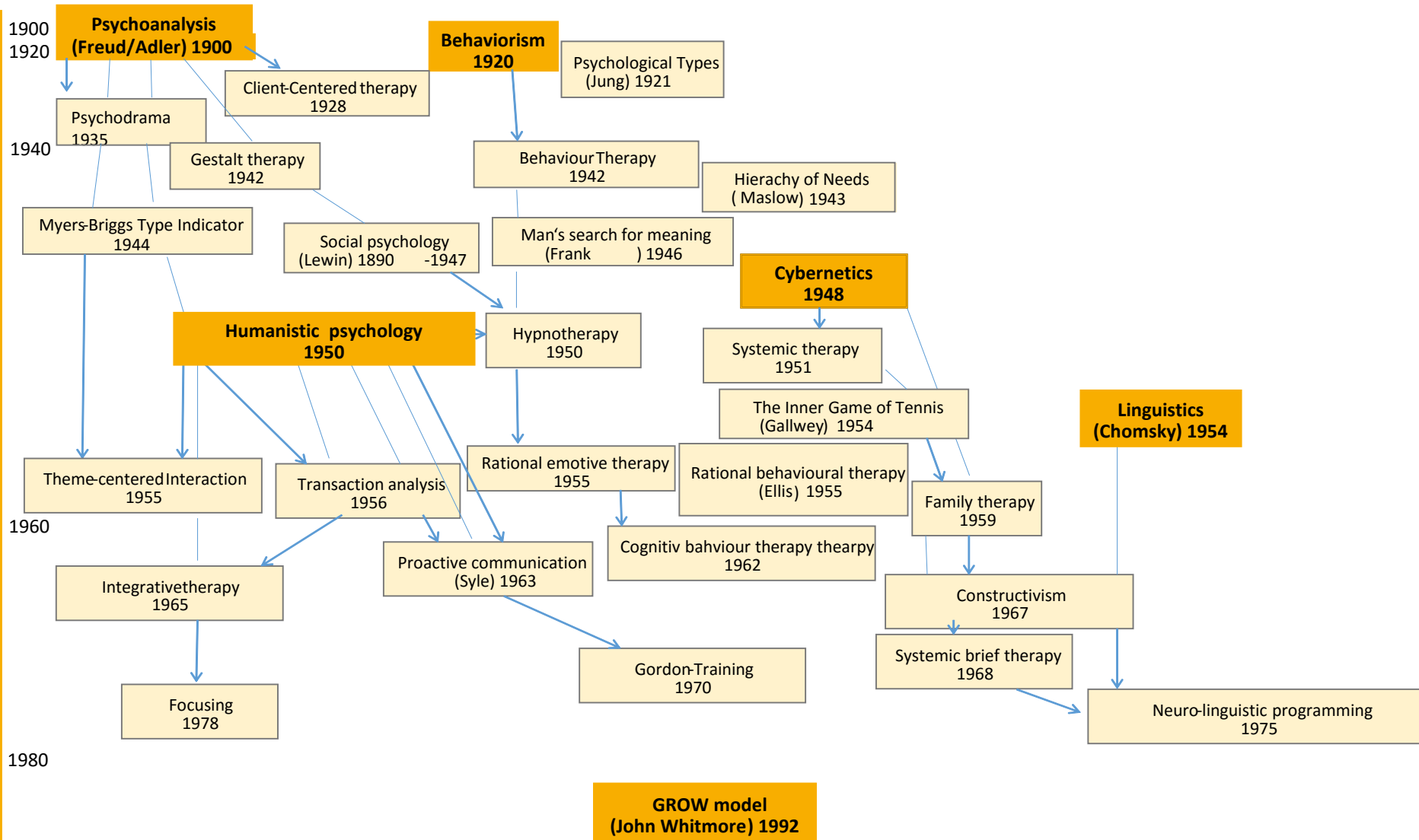
Source: ECVision 2015 P. 54

Focus on interaction of persons, professional tasks and organizations



Source: ECVision 2015

Roots of coaching



The differences between coaching and supervision

1. Coaching has evolved from the private sector and was or is significantly more economic-oriented than supervision.
2. Still Coaching is concentrating more on the business case as supervision does.
3. More strategic and contextual content is integrated in coaching than in supervision.
4. Many coaches have no therapeutic, medical or psychological background.
5. the professionalization and standardization in supervision is significantly more advanced than in coaching.

A european competence framework of supervision and coaching

Professional Identity	Professional Conduct
Professional attitude	Building a professional relationship
Ethics	Facilitating outcomes
Quality development	Performing advanced communication
Perspective on person, work and organization	Handling diversity
	Mastering setting, techniques and methods

Source: ECVision 2015

Future







Literature

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