



# Strategic coaching in the company

A concept paper

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## **Strategic coaching in the company**

"Nothing is as constant as change" Buddha

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## The aim of coaching is to help...

...to **overcome** blockages and resistance to change and transform them into creative opportunities.

...to **mobilize** the energy of all "teams", to bundle it interactively in order to take ownership of the changes.

...on the basis of different views, values and management methods, to **develop** the common will to achieve the goal and create a common culture.



## **The strategic coaching of the manager**

"It's not the change that scares people ... it's what they imagine it to be"

Seneca

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## **Individual coaching**

aims to get managers to "be themselves" and overcome the obstacles that limit them.

### **To this end, the coach acts as:**

#### **"Mirror"**

which gives managers the opportunity to know themselves better and to follow the path they want to take more effectively.

#### **"Simplifier/Enabler"**

who helps him to discover the brakes that prevent him from moving forward

#### **"Midwife"**

which leads him to find his own solutions based on his own abilities

#### **"Co-Pilot"**

who helps him to bring clarity to his thoughts and test the "axes of change"





## The strategic follow-up in the team

In order to a high level of group coherence, the manager must be able to promote the synergy of all the competencies that the group represents.

The overall result must be higher than the sum of the individual competencies

## A contribution team coaching:

...the productive exchange and global functioning of the team  
**promote**

...to **establish** a way of thinking that leads to "appropriate" decision-making

...to **develop** cooperation by creating a climate of trust

...to **improve** the ability to resolve conflicts in everyday life



## Conclusion

**The task of leadership** to become a charismatic "personality" with access employees.

**The result:** just as the manager "focuses" his mindset on charm, charisma and character, everyone in the management team transfers the example of their own leadership to the team.

If the business leader of a company really takes the task of strategic coaching of his direct employees seriously, he immediately achieves the following:

- He can recognize and use significantly broader perspectives of his own thinking.
- He will success by finding the right path between consistency and flexibility.
- Joy and enthusiasm will once again be generated among his employees, thereby increasing performance and quality of work. The role model function of the "boss" and his role as "animator" is important here.
- He can use tools for dealing with difficult situations skillfully and confidently.
- Endless justifications, assigning blame for problems and conflicts and the associated loss of time are a thing of the past.
- Ways to more self-motivation, self-organization and self-control are found, both for himself and for each employee.



This enables responsible managers to make much better use of the creative potential of their employees and teams and thus achieve the company's goals more efficiently.

The interests of the company are once again in harmony with the personal needs and values of the employees.

As a result, he/she manages committed co-workers who affirm both their professional and private lives.

Only the concrete role model of the manager allows him/her to ensure that the management team also conveys the positive perception of a management style to other employees.

And only this clarity in dealing with one another is the origin and source motivation in the company.

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