

## Coaching in a fast changing world

Organisations are finding that they have to adopt a coaching style of management if they are to remain competitive in a changing world. In addition, coaching is a highly effective change management tool when provided by a coach from outside of the organisation.

Solution focused coaching is one to one, focused on solutions to bring about change and comes from within the person.

'Most of us have a huge reluctance to change. We would like to preserve the status quo and stay with what we know.' (Greene and Grant 2003).

A survey of 400 companies in 2000 found the reported benefits of coaching included:

- improved individual performance
- improved profit
- development of people for the next level
- management/staff relationship improvement
- improved retention rates

Solution focused coaching builds upon the client's own strengths, competencies and resources. It is assumed that the client has the answers within himself/herself. It recognises that all clients have the potential for growth and self-discovery.

- There is always an expectancy of change.
- The partnership can require the coach to be supportive, directive, challenging and confronting when necessary
- The client's definition of the problem or issue provides the agenda for problem solving.
- The focus is clear, with attainable goals.

Solution focused coaching assumes that we often understand the past by reflecting on the present and the future rather than by a direct and lengthy historical investigation. It underscores the importance of the client's choice and responsibility regarding change and views resistance as something that can be worked with.

Solution focused thinking and coaching is not about ignoring problems – it about reframing them. However difficult the problem or situation, there must be times when it does not occur or when it is not so difficult.

Leaders especially, need invaluable 'time out' from their busy schedule, typically one hour per week, to be used with their coach to reflect upon their actions, what they have learnt, what they have not been doing and what more they could do.

Some of the ideas are taken from Milton Erickson's Methodologies which form the basis of solution focused coaching. To find out more visit:

[www.1to1coachingschool.com/Solution\\_Focused\\_Coaching.htm](http://www.1to1coachingschool.com/Solution_Focused_Coaching.htm)