

**TREND
COACHING
MODEL**

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1. INTRODUCTION

The process proposed is designed for the professional area of life and targets decisions and solutions in order to achieve the *coachee's* present and future objectives. These are set personally and individually. During discussions, the coach works with the internal state of the participant and accompanies him in the process of reaching his goal.

In the process, *hybrid coaching* may be used- it is the version in which the coach is using his business and coaching personal experience to extend the area of alternative answers perceived by the participant. In this case, the coaching is completed with mentoring and advisory components.

The coaching model we propose is built on the following principles:

1. The conviction that any person can evolve no matter the level reached so far
2. The belief in the individual responsibility in the change processes
3. That any external behavioural change is based on an internal reality change of the *coachee* and, therefore, is a long-term process
4. The alliance Coach – Coachee is based on trust, understanding, acceptance and represents the fundament of the entire successful process
5. Defining clear objectives for the process and the meetings, completed by the frequent analysis of the progress
6. Using tested and validated instruments to generate awareness leading to solutions and decisions based on the true internal reality of the participant.

Any coaching program needs minimum six meetings to produce some results. Coaching makes sense only in the measure in which the meetings are followed by practicing the personal discoveries. By putting them into practice the *coachee* can draw conclusions and can develop new automatized behaviors- habits- that sustain his objectives.

2. WHO IS IT FOR?

The Trend coaching model can be used to personally develop people no matter their role in the organization- managerial or non-managerial.

The most frequent situations in which people express their need of coaching are:

1. The moment in which they reached a certain professional level and desire a new direction/ a new way of doing things to reduce their effort
2. Blockage situations in their activity or in generating results
3. Stressful, burdened, no-solution situations
4. Difficult facing change processes
5. Change of role or of the organization altogether
6. Moments in which he/she acknowledges blockages in dealing with others
7. Learning programs that need individually assistance, etc.

3. HOW DOES IT WORK?



Most of the times, those who seek a coaching solution start from a current reality that they wish to change – either is something they want to fix or is something new they wish to obtain. Most of the times it is a result or a state.

Starting here, we establish together an objective for the entire process and then we start working together, for at least six meetings.

A part of the endeavour accomplished together is the acknowledgement that comes from the visible things – our own behaviours in which we contribute to a certain reality- and continues gradually to the more profound aspects- identity and motivations. This self-discovery is followed by another step of revealing change solutions.

Through this process, the *coachee* obtains not only the right solutions for the desired results but also applicable to him/her, because they are aligned with his/hers internal reality, in which he/she is, sometimes, invited to work.

All self-discovery steps are sustained by tested and viable solutions.

In some situations, it is likely that obtaining a result does not necessitate an analysis reached to the most profound level- the convictions level. But it is needed at least the acknowledgement of the current behaviours and their anchors the thinking process.

Instruments used in the coaching process

During the process and with the purpose of acknowledgement and development, the coach can use one of the following instruments:

Instrument	Targeted aspects
Life Styles Inventory – Human Synergistics	Thinking and behavior styles
Leadership/Impact – Human Synergistics	Leadership style and it's impact on others
Personal Values Assessment – Barret Values Center	Values and motivations
VIA Character Strengths – VIA Institute (Values in Action)	Individual strengths
Wheel of Life & Customized Models (Leadership & Management)	Values, motivations, individual key areas, aspects that need focus in changing etc.

All these instruments are scientifically developed, tested and validated so that the *coachee's* personal discoveries are of quality and useful in the development process.

4. CONTRACTING AND RESULT ORIENTING

Like any development process, the coaching process needs a reference point. This is the expected result at the end of it. Starting here the coach and *coachee* can orient themselves during meetings and can evaluate the success or failure of the actions taken.

To have these guiding marks, at the start of each project we define the contract (the *coachee's* objective) and eventual other intermediary objectives (depending on the period/ number of sessions contracted). In each session, it is also defined the *coachee's* objective for that session and the manner in which it's acquirement can be evaluated at the end (also by him).

In the contracting stage we also establish who are the parts involved (for example: *Coachee* – Manager- HR) and what is their connexion and their relationship with the coach engaged in the process. This defines the relationship and clarifies the confidentiality levels establishing correct expectations and steering through increasing trust between parties- an essential element for a successful coaching.