

## Business Coaching

### Coaching in a business context

Business Coaching is a general term used for coaching in a business context. It provides individual assistance for executives, high-potential individuals, specialists and qualified employees and is an integral part of the toolkit used in modern HR and organizational development. Business Coaching is effective and economically reasonable. Economically reasonable, as the objectives of change lie exclusively with the clients and are focused on their specific situation. Only a few sessions, sometimes only one session, are intensive and sufficient enough to initiate the change and development that is to be achieved. The learning process involves a high sense of awareness and is focused on the concrete topic.

As a Systemic Management Coach SMC® of the “Hamburger Schule”, I regard Business Coaching as a central topic of my work. According to the “Hamburger Schule”, coaching is aimed at initiating and enabling a “sustainable self-learning concept”. More specifically, this means that coachees recognize on their own, in the business context, which competences they are supposed to gain in order to achieve their goals and which way they must pursue to get there. In this context, “sustainable” means that the coachee is able to successfully organize similar future situations in different contexts. The common term for this is “help for self-help”.

In my understanding coaching is an emphatic-dramaturgical context involving the following values:

- **Freedom:** The coachee, the group or the team define the sustainable self-learning concept themselves.
- **Voluntariness:** The coachee, the group or the team decide on their topic(s) of change and the time.
- **Provision of resources:** The coachee, the group or the team can independently access the resources required for self-organization and implementation of change.
- **Self-control:** The coachee, the group and the team themselves are able to recognize and implement change requirements themselves.

Within this context and based on the above values, coaching addresses **3 central topics** to achieve a sustainable self-learning conception:

- Enhance self-perception of the coachee, the team or the group.
- Prompt/Enable the coachee, the group or the team to develop alternative actions.
- Prompt/Enable the coachee, the team or the group to make decisions.