

## Coaching

"Coaching unleashes a person's potential to optimize their own performance. It helps them to learn rather than teaches them anything!"  
Sir John Whitmore

### What is coaching, what are the benefits of coaching?

Do you know the phenomenon: you didn't see an object you were looking for, even though it was close by? Coaching helps you to recognize possibilities and find previously undiscovered paths that you might not be able to find due to the circumstances of your perception alone.

Coaching supports self-esteem and personal stability, a more differentiated perception, decision-making, the development of alternative courses of action and implementation. With a coach, the coachee ("client") finds the right goals and decisions for them more quickly, as well as the best paths for their concerns.

Encouraging the willingness to take responsibility for one's own agenda is the maxim in coaching - responsibility for tasks and for one's own personal development. The coachee himself always remains the sovereign of his projects, commitments and decisions.

### What is coaching not?

- Coaching is not consulting. As an expert, a consultant provides his or her specialist knowledge and experience as a recommendation and thus assumes joint responsibility for the content.
- Coaching is not therapy. Coaching has no clinical picture. Coaching requires the ability to make decisions on your own behalf.
- Coaching is not training; in training, fixed learning objectives determine the agenda. Coaching, on the other hand, focuses on the coachee's concerns and follows their agenda. Trying things out can be part of it if your goals require it.

### Who does our coaching help?

- The entrepreneurial decision-maker (founder, owner, managing director) in the realization of his entrepreneurial vision and business plan.
- For managers to better respond to complex requirements, to find their own path in harmony with values and priorities - balance in all areas of life.
- The project or team leader who leads himself and others to results without authority.
- To help the team, which shares responsibility for its success, to achieve top performance together.
- For those who want to lead themselves and encounter obstacles or want to achieve their goals more easily.

### Our methods

...follow the question. We are comprehensively trained for this. We work according to the ethical standards of the ICF (International Coach Federation), the world's largest professional association for coaches.

### On what terms do we offer coaching?

- Location of the coaching:
  - At the location of the selected coach (coaches available in all major German cities)
  - Online: ZOOM preferred
- Language: German preferred; English: selected coaches
- Duration of a coaching session:
  - Face to face 1-3 hours by arrangement
- Coaching hour fee: according to task / management level
  - Probationary first hour: 50% of the fee if the coaching is canceled