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CODE

Coaching for staff professional Development in education

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National Centre for Education of the Republic of Latvia



RĪGAS IZGLĪTĪBAS UN
INFORMATĪVĀ METODISKĀIS
CENTRS



Agencija za odgoj i obrazovanje
Education and Teacher Training Agency



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Iași

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COACHING IN BUSINESS ORGANIZATIONS

EXPERIENCE AND CHALLENGES

Riga, 20th of January, 2022

Daina Ramata:
Business and Internal Coach,
Systemic Approach Practitioner,
Leadership skills Trainer

MY PROFESSIONAL BACKGROUND



Experience in Coaching and Training

- Business and systemic approach coach, PCC
- First recruited Internal Coach in Latvia (2016), Ltd. Skandi Motors, now BTA
- Former board member at International Coaching Federation, ICF Latvia
- Owner, soft skills and trainer at www.partnersforprogress.lv
- Franchise holder of program “3D coaching in Business”, ECF
- 13 years in Learning & Development, responsible for customer service, Sales, Leadership development programs and Coaching Culture implementation



Education and Certificates

- ICF Professional Certified Coach (PCC)
- Systemic Coaching; Master Training for Organisational Systemic Facilitators (Systemic Constellations Center Riga & Bert Hellinger Instituut Nederland)
- 3D Coaching; 3D Coaching in Business (European Coach Federation)
- Sales Coaching; High Performance Team Coaching (Erickson International), Leader as a Coach (Baltic Coaching Centre)
- Mercury international – Sales trainer
- Master's degree in Total Quality Management (RTU) and Bachelor's degree in Social Science (University of Latvia) .

TODAY IN FOCUS:

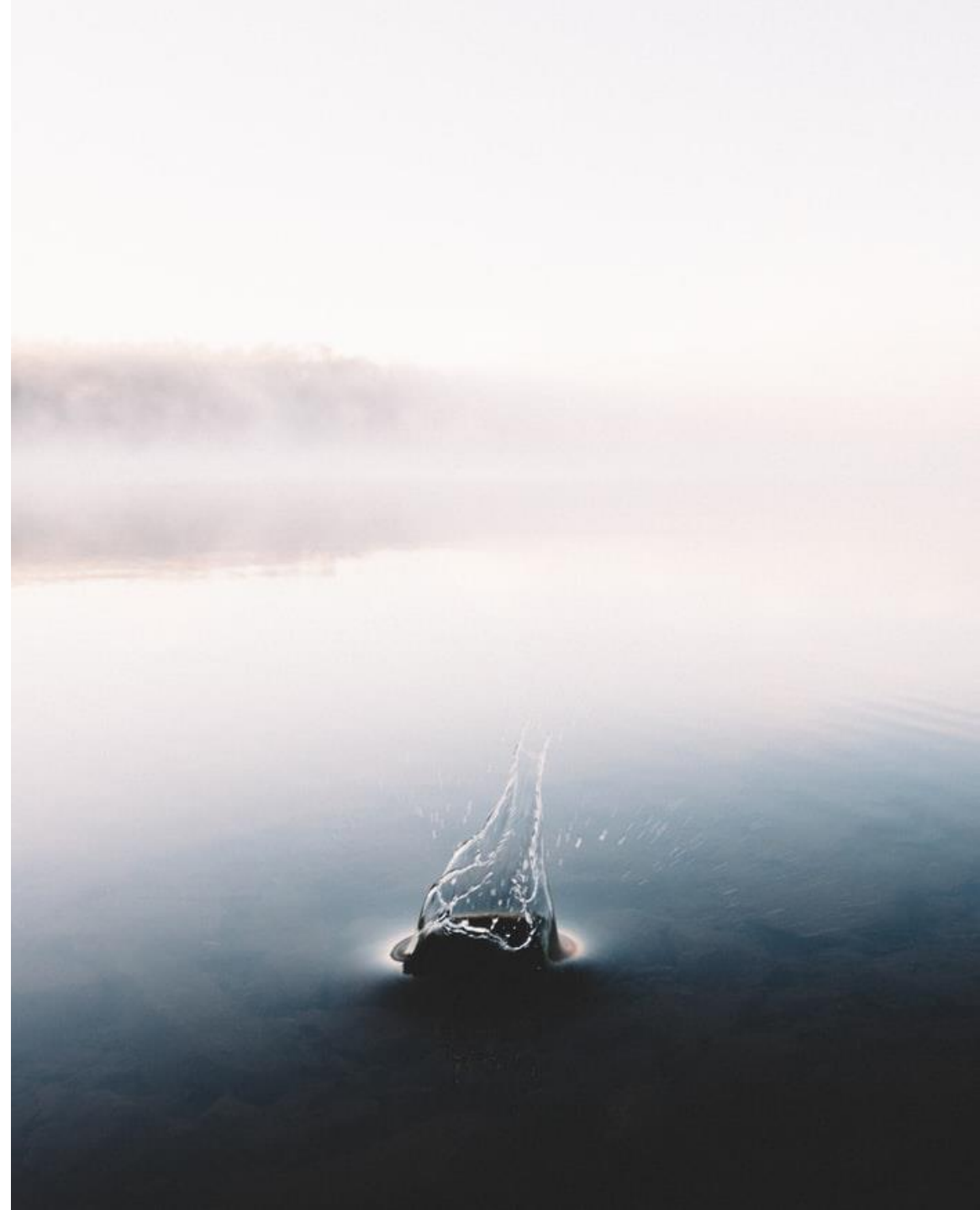
- EXPERIENCE AND CHALLENGES OF MY INTERNAL COACHING PRACTICE IN THE ORGANISATIONS

SKANDI
MOTORS

bta
VIENNA INSURANCE GROUP

airBaltic

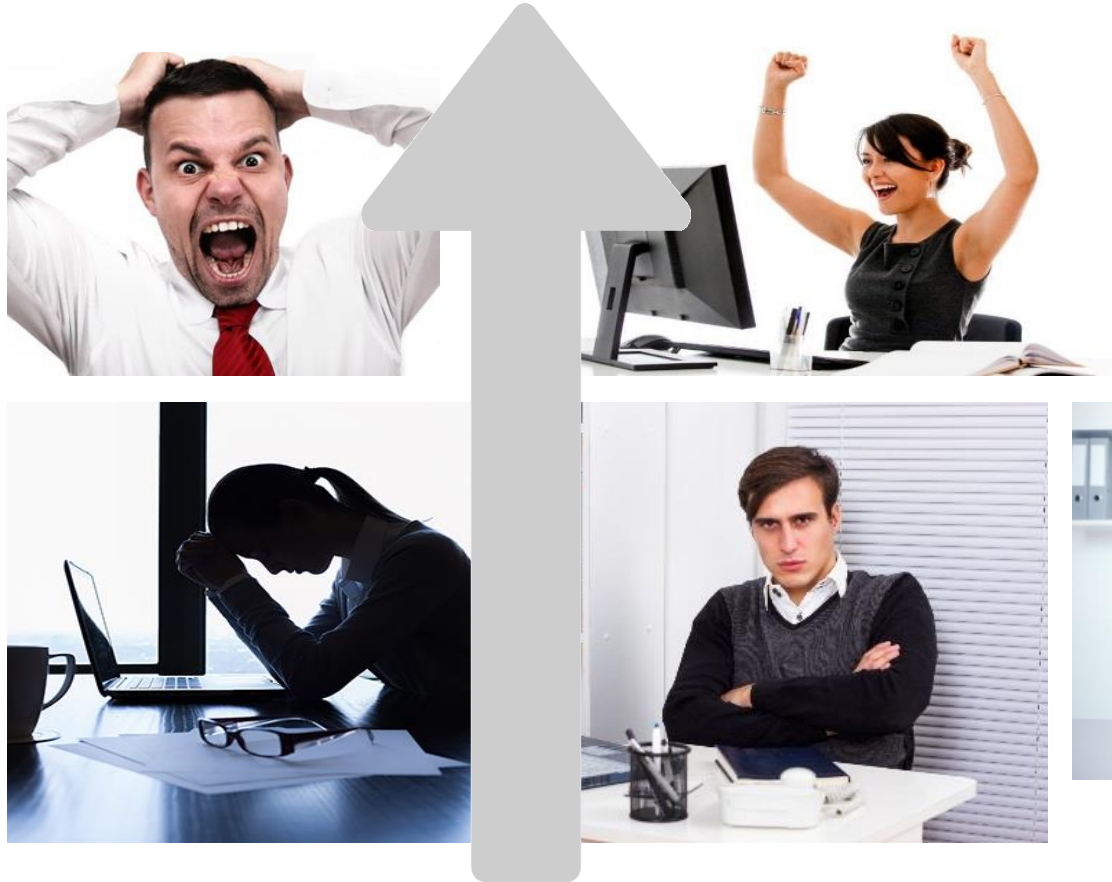
- PRACTICE OF COACHING TOOLS



WHY COACHING IN ORGANISATIONS ?



RESULTS





RESULTS



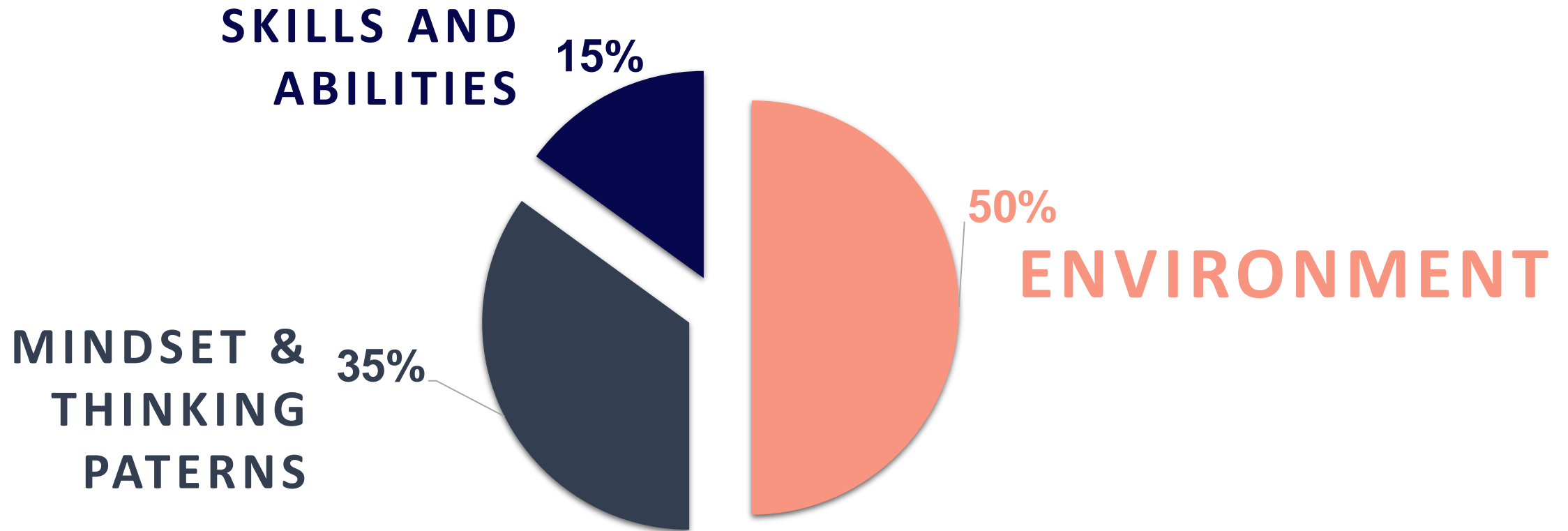
ACTIONS

**THOUGHTS &
MINDSET**

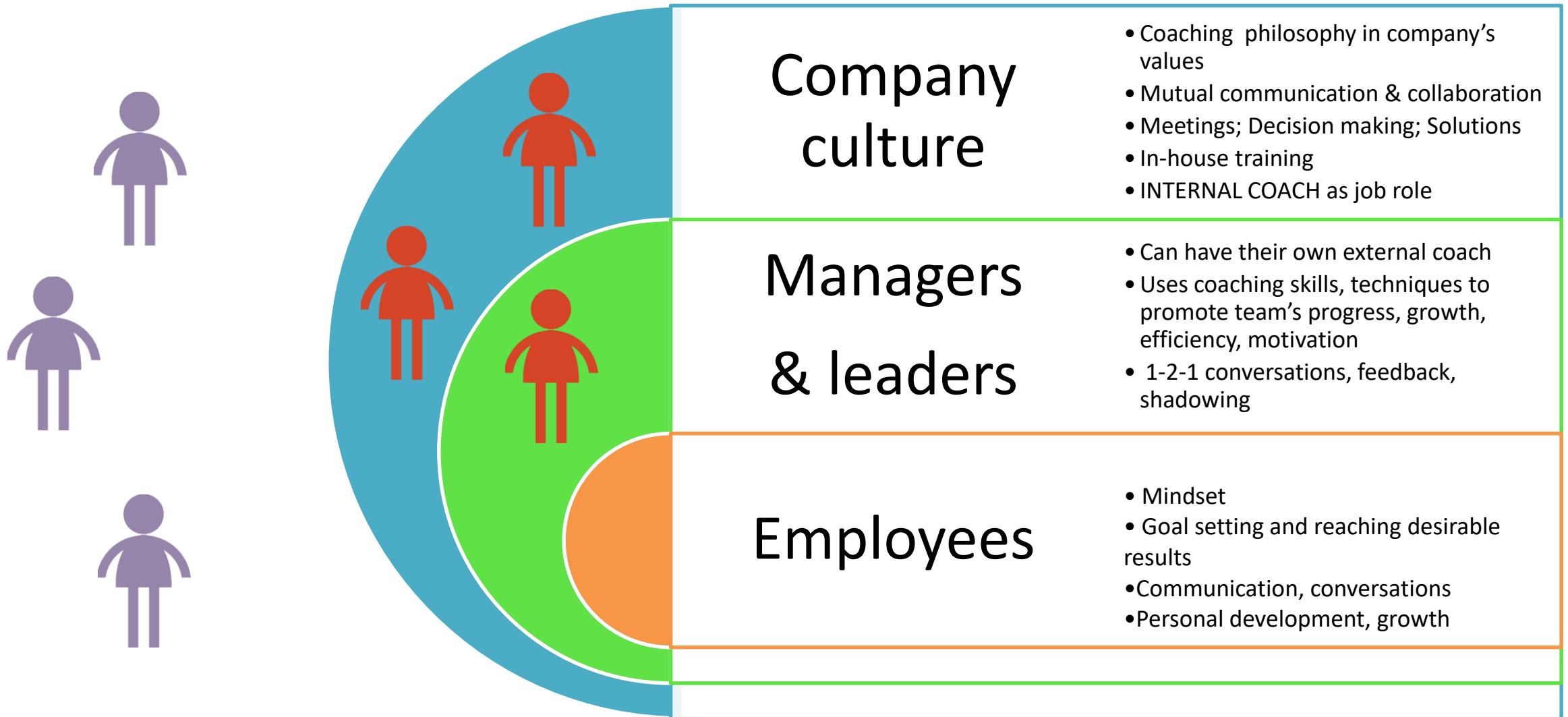
**VALUES,
BELIEFS,
HABITS**

PERSONALITY

What is key factors for success?



Where and how can coaching be used in organizations?



SKANDI

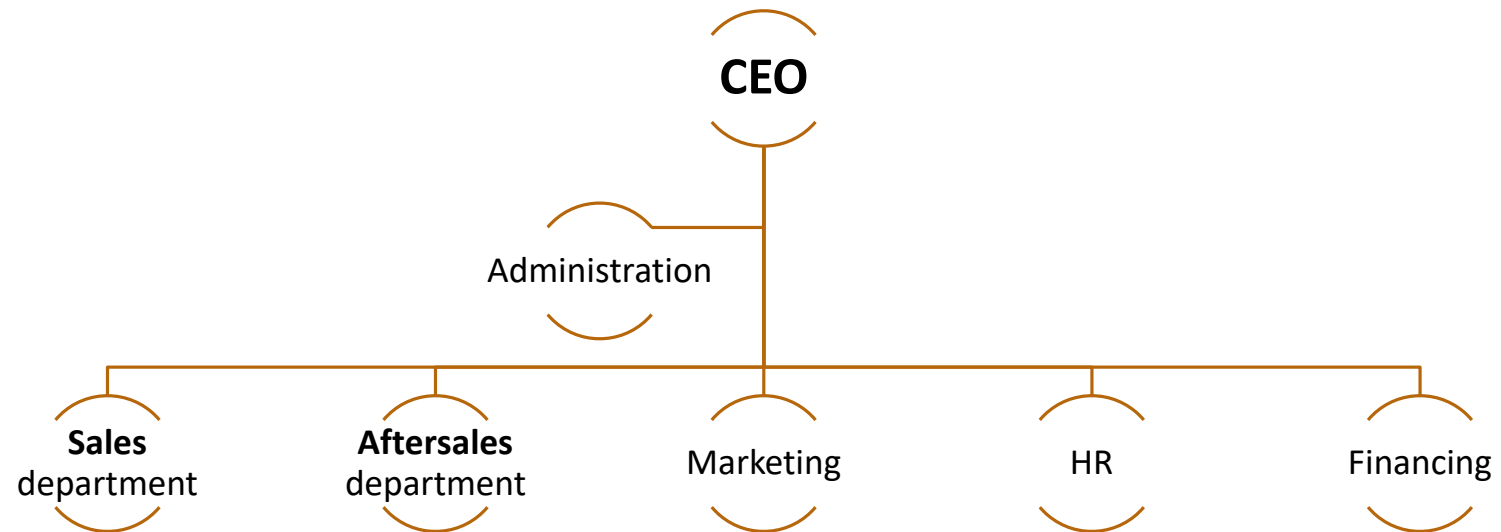
MOTORS





SKANDI

MOTORS



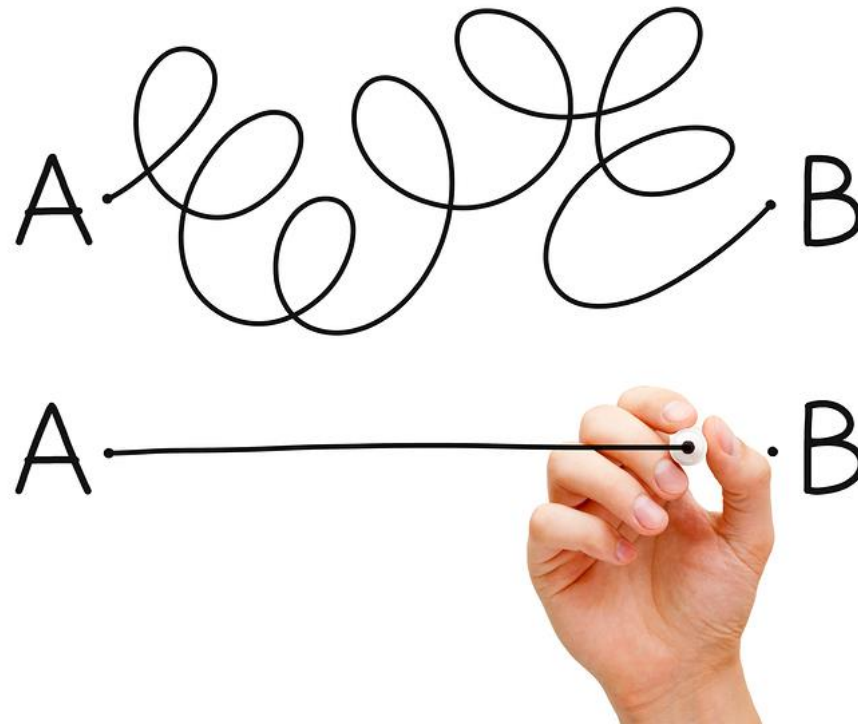
Internal development activities



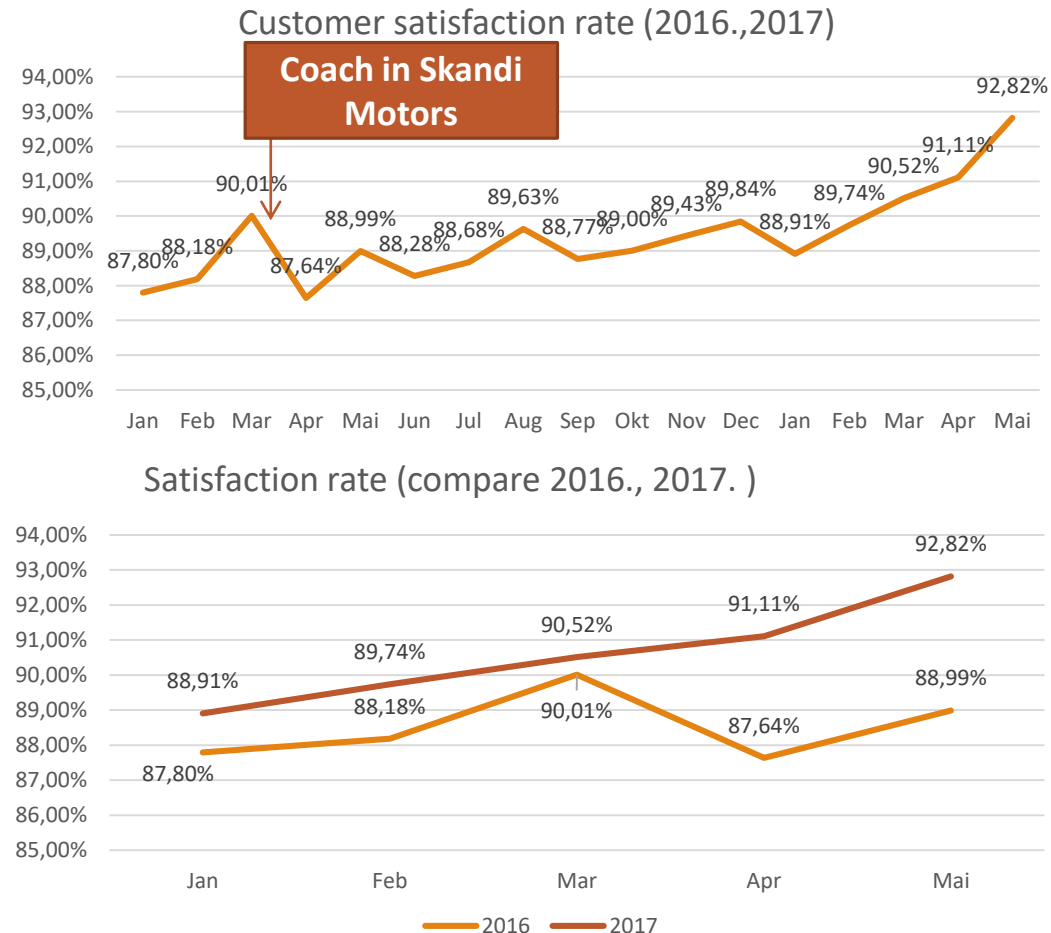
- Individual coaching and mentoring
- Qualification tests (1 per quater)
- Mystery shopping – result analyze, transcript analysis
- Brainstorms and discussions
- Internal trainings (blended learning approach)
- Co – listening, feedback



Coaching and Mentoring



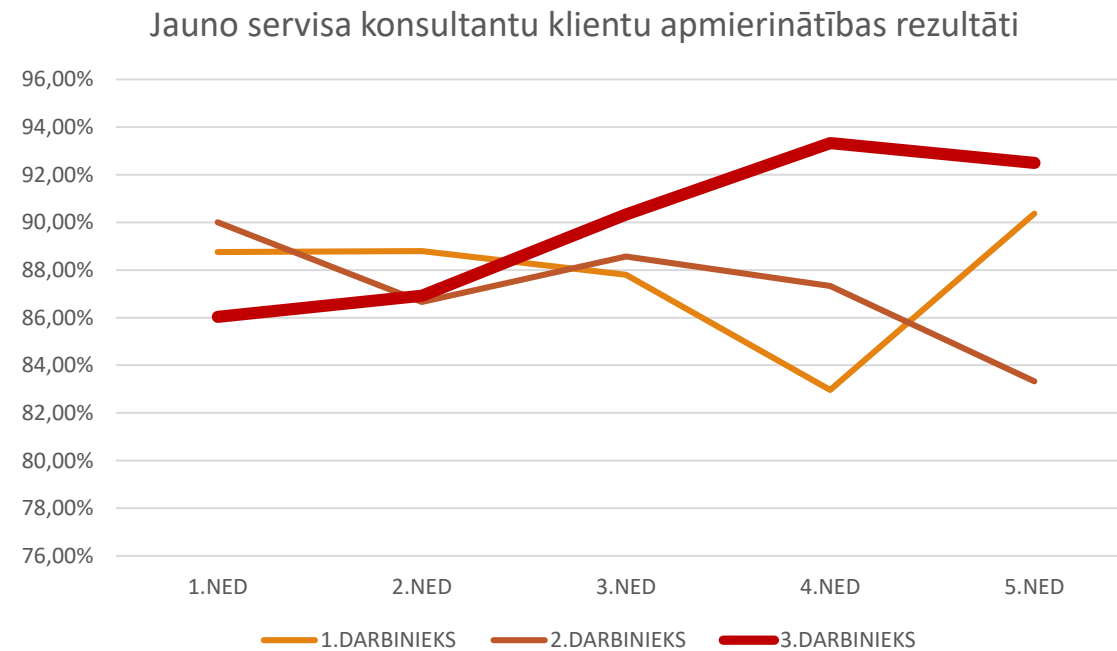
Example (1)



Complex soutuion:

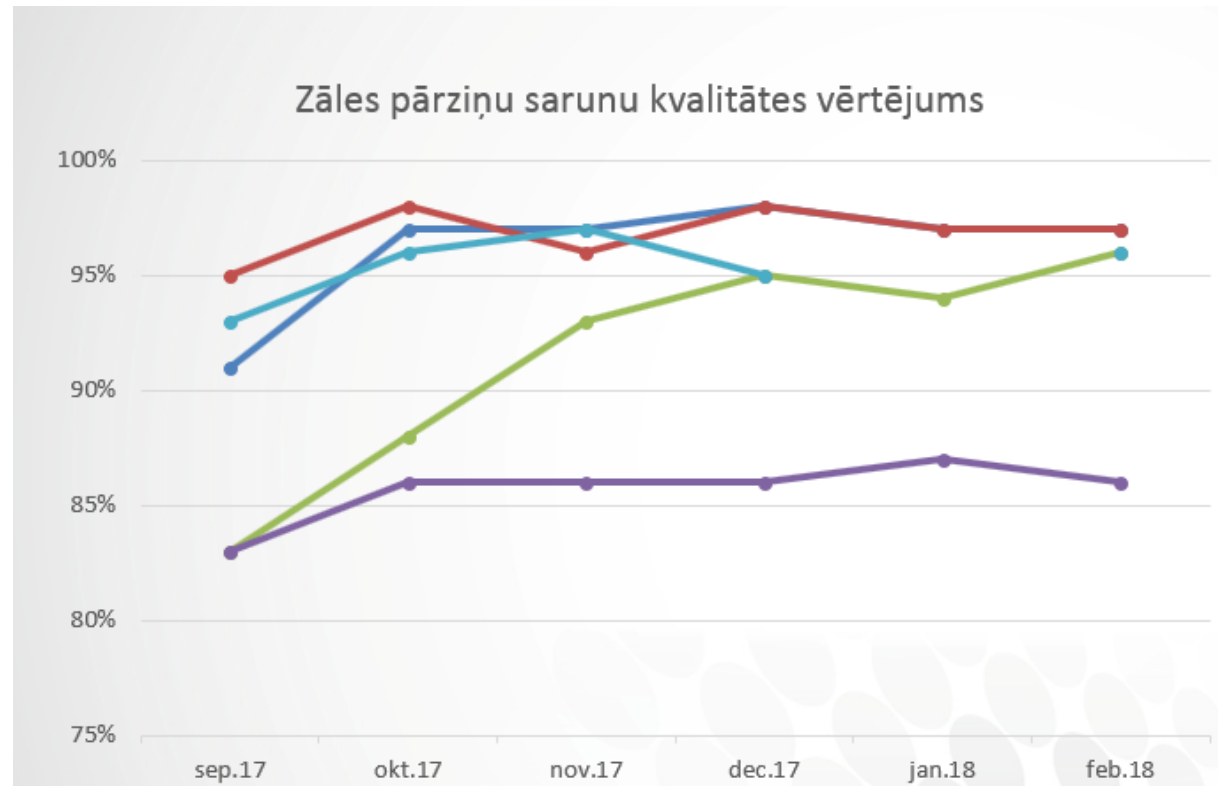
- Interviews of employee
- Presentation of goals and development together with the manager
- Implementation of suggestions - engagement
- Team building events
- Individual development talks
- Coaching sessions (including for key person)
- More effective new employee on-boarding
- "Corridor Conversations"
- Actualize more positive and progress

Example (2) – new employees



- Coaching and mentoring is very important in the beginning when employee starts their work

Example (3)



Clear KPI, guidelines

Positive and trustful relationships

Each has their development tempo

Motivation/consequences

Regularity and discipline

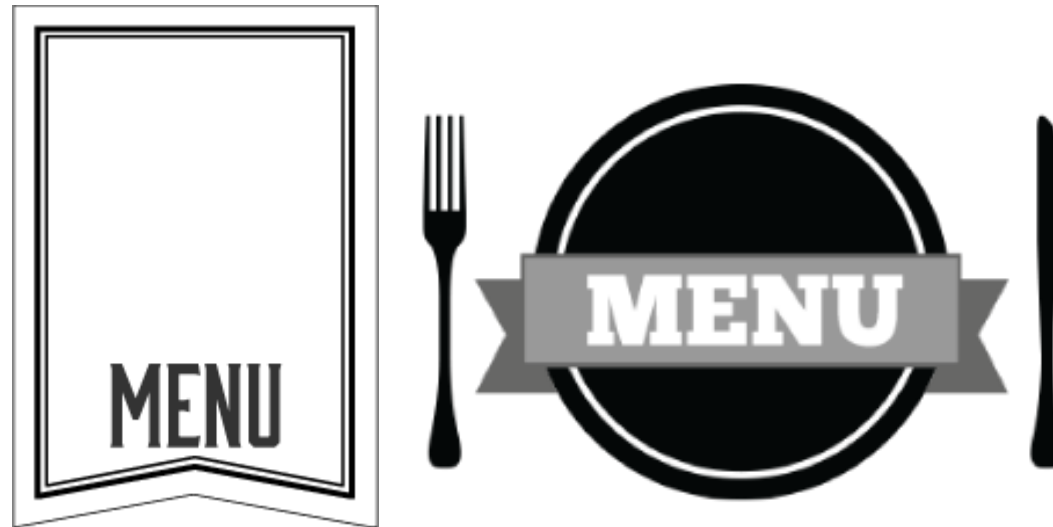
Feedback and noticing progress

Less is more —

Stay focuss on most imortant (not many small things)



Possibilities, needs and reality



Most important

1. Clear focuss, direction, goals
2. KPI un measurment system
3. Managing Progress
4. Freedom and empowerment
5. Trust and openness
6. Feedback, Feedback, Feedback
7. Engagement
8. Proactivity for finding solutions





Internal coaching activities and results in BTA

Internal coaching activities in BTA (Sales division)

Development program for KDC

(6 months for 1 branch)

- Activity frequency each 3 weeks:
 - Session for team
 - Individual coaching for agents
 - Coaching/mentoring for manager
- Based on individual needs and situation

Individual coaching sessions

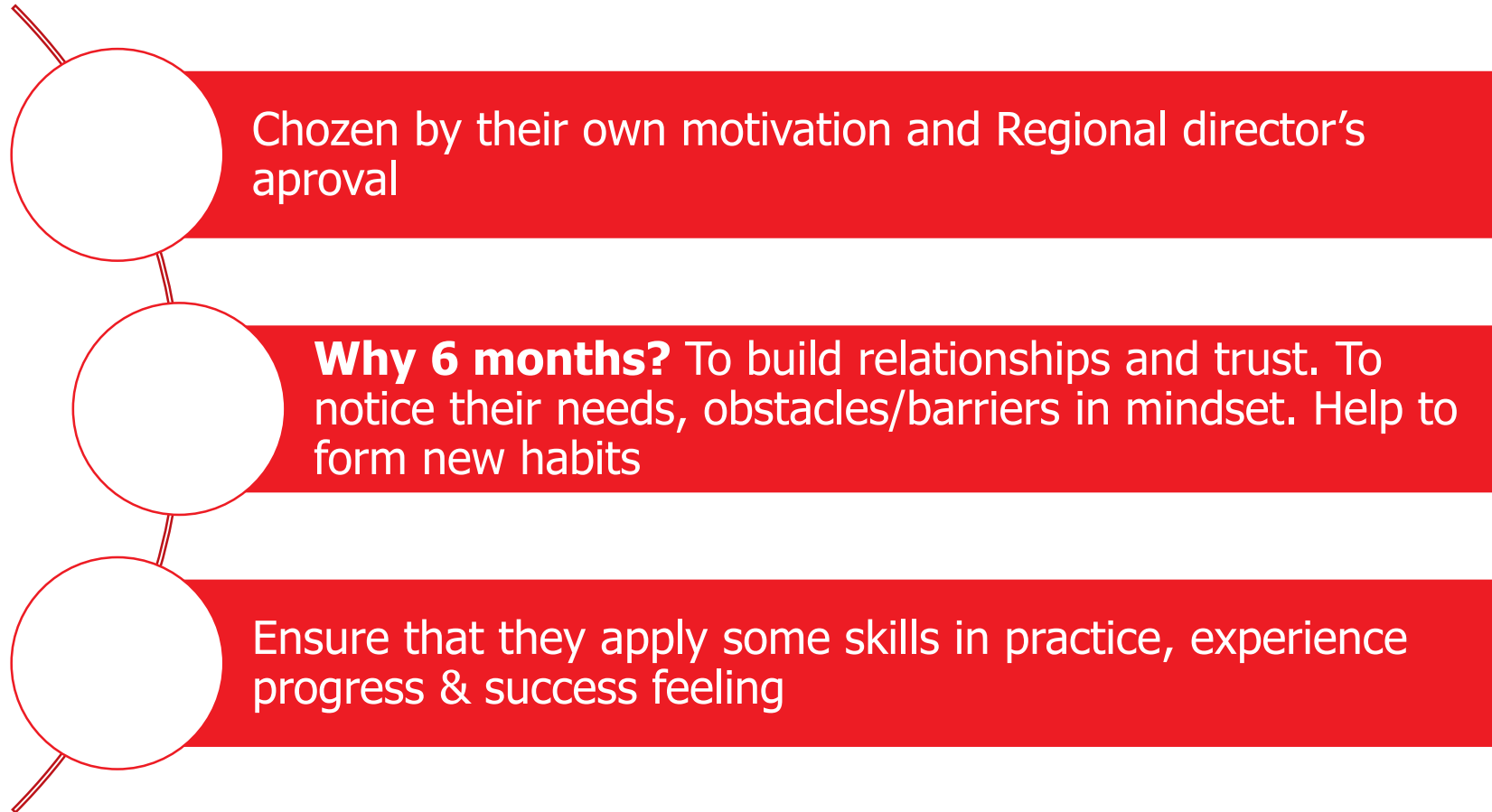
- Individual coaching sessions
 - For other 4 KDC managers
 - Each 2-3 weeks
- Trainings for KDC managers
- Feedback and leading conversations
- People types and effective communication

Define sales competence in BTA using coaching approach

- Workshops for KDC managers about competences
- Survey for Sales person
- Needs analyses
- Development plan design

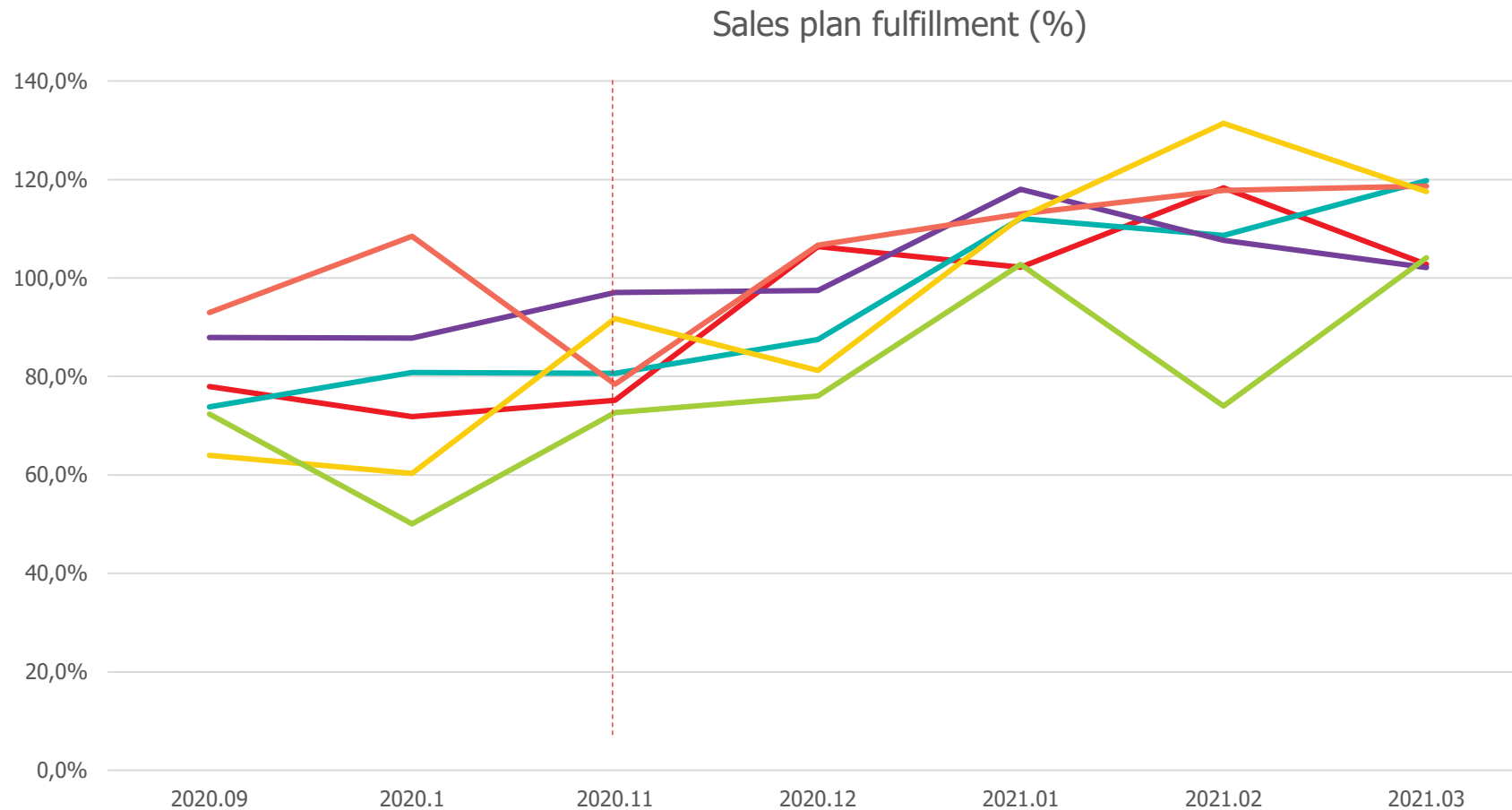
Development program for branches

6 month program



Is there impact of development activities?

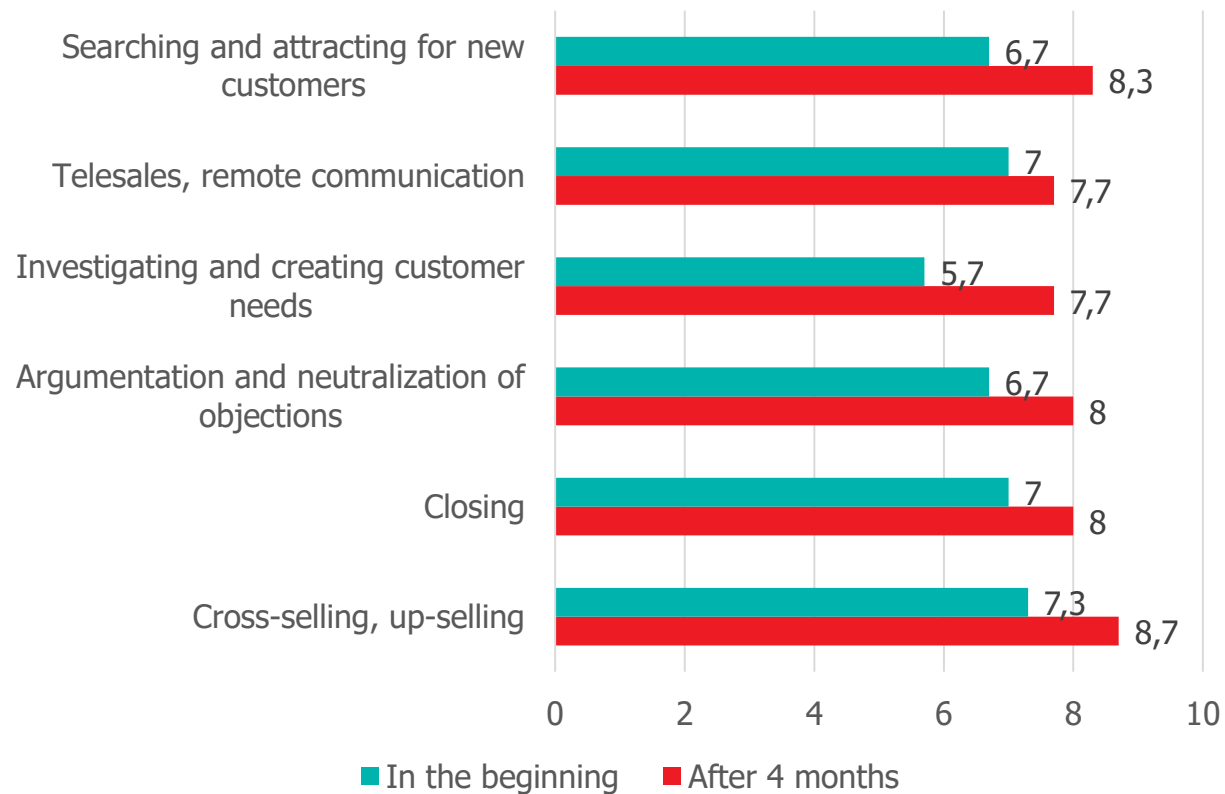
Sales data analyses in the branches with coaching activities



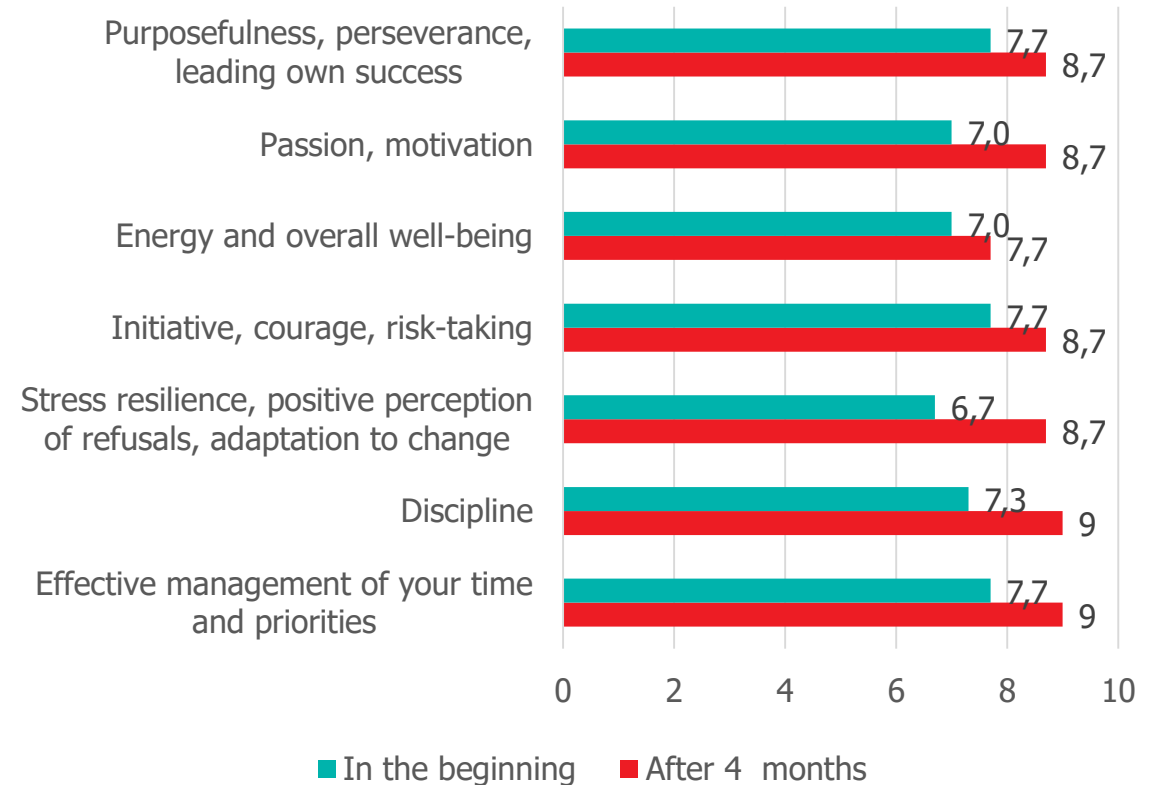
Impact of coaching activities

Self assesment

Sales competence (Branch 1)



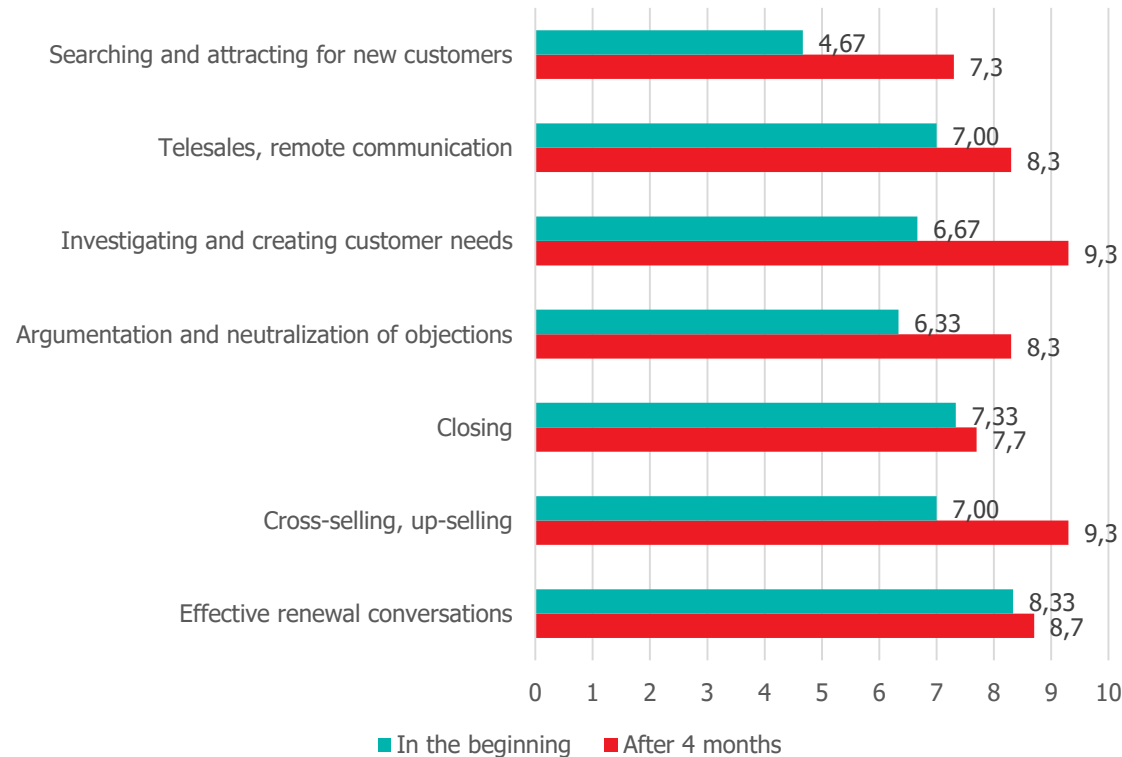
Personal competences (Branch 1)



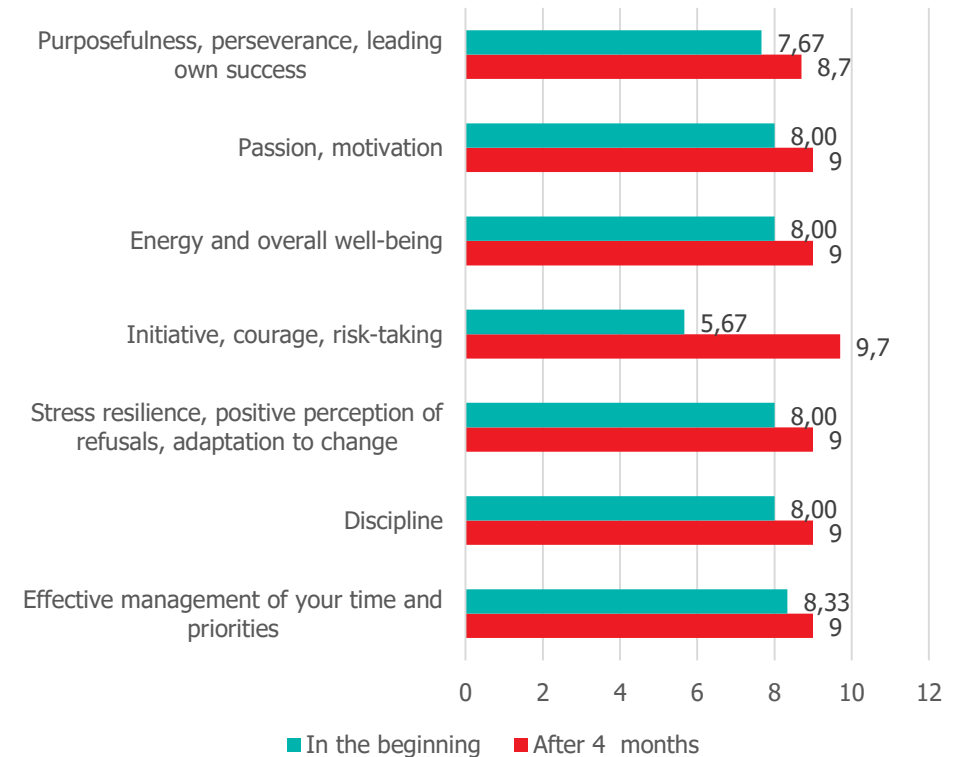
Impact of coaching activities activities

Self assessment (Branch 2)

Sales competence



Personal competences



COACHING IN AIRBALTIC

airBaltic



COACHING IN AIRBALTIC

airBaltic

1st STAGE Train
internal
coaches

2nd STAGE Coaching
essentials
for all
leaders



European
Coach
Federation

“3D COACHING” approach

- 1 – Colleague | Client (C)
- 2 - Environment (E)
- 3 - Businessman (B) - Leader



INTERNAL COACHING - 15 internal coaches



WHAT ARE CONCLUSIONS AND CHALLENGES ?

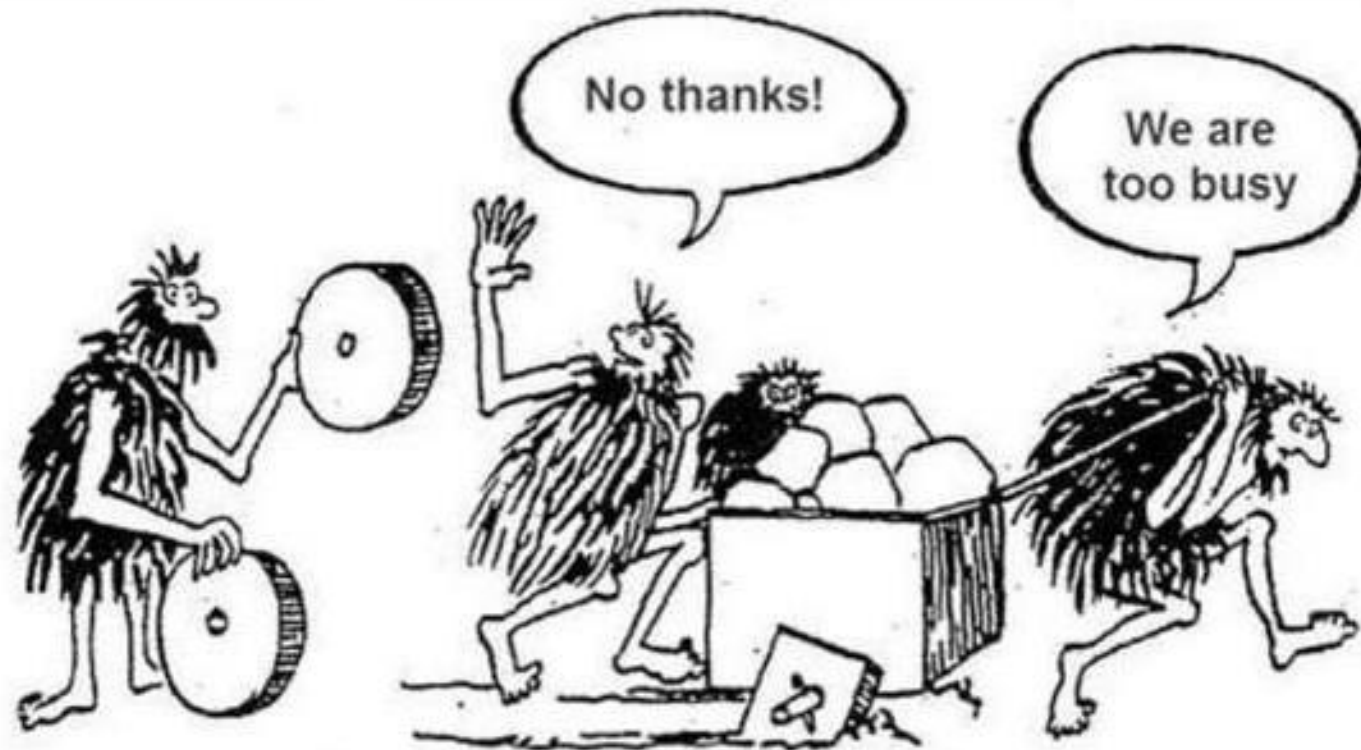
Do you want?



Resistant to change..



...what comes together with old habits and routines





Levels of coaching

WHAT/ **Doing & Having**

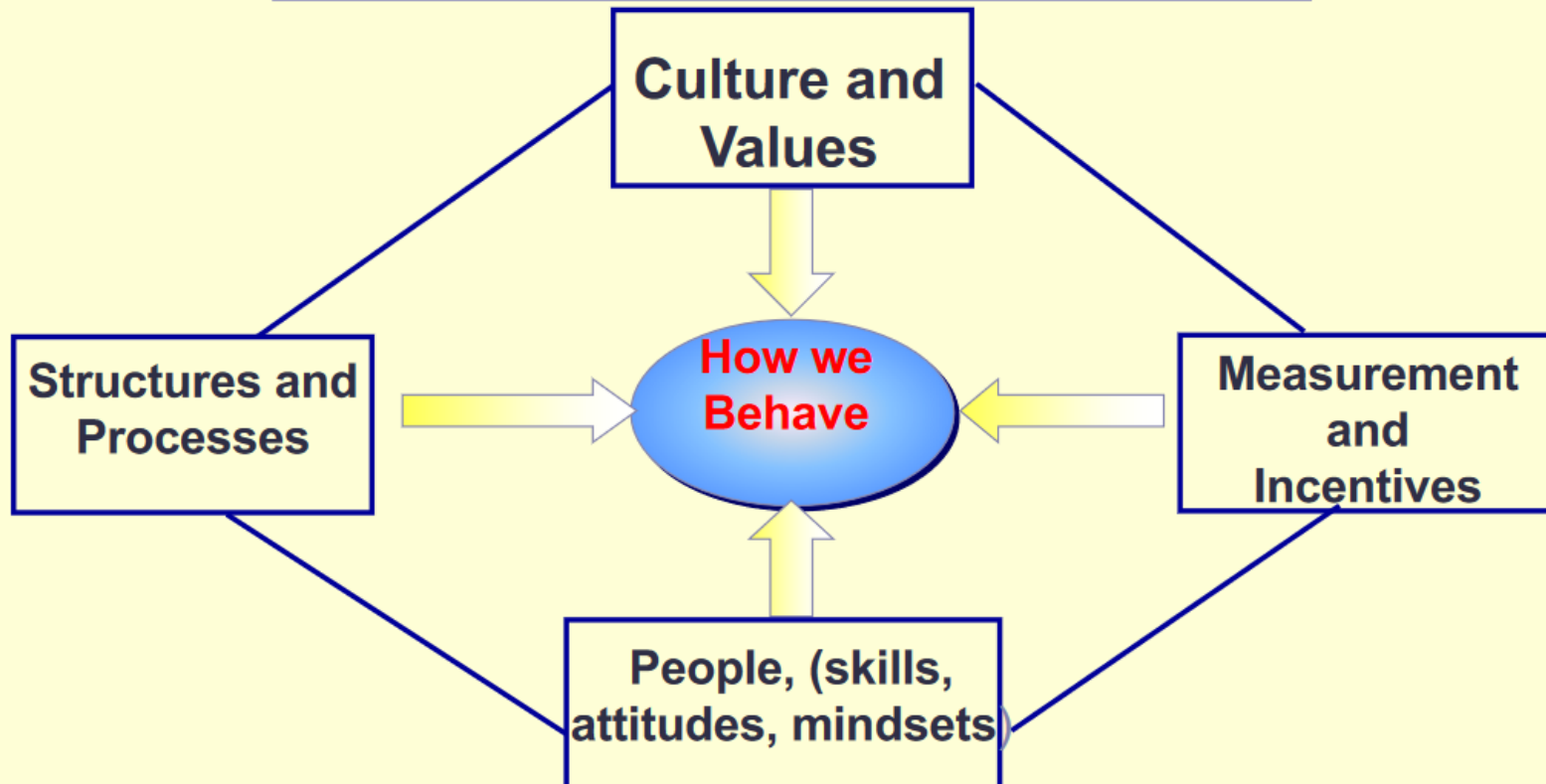
HOW/ **Learning**

WHO/ **Way of being**



Environment is crucial

What is the Environment?



Care, support, safe space





COACHING IN BUSINESS ORGANIZATIONS

Coaching practice

Riga, 20th of January, 2022

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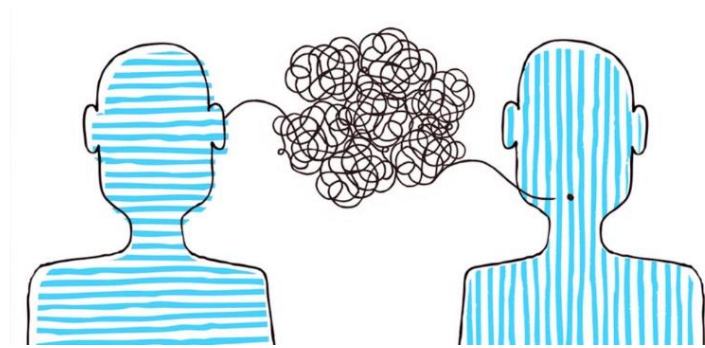
METHOD

“7 WHY”



Practice in the pairs

10 min



1. TRY THE "7 WHY" METHOD

Choose a situation (e.g. about self-motivation, something you don't want or want to get involved in)

2. ASK QUESTIONS - 7 times WHY

Why? What do you get from it?

What is important to you in it .. ?

!!! For each next question use exactly the same words which your colleague has said

Coaching (Success) formula by ECF

$$P - I + S + SE = ER$$

ER –EXTRAORDINARY RESULTS

- What result would you like to achieve? When?
- How will you know that you have achieved it? How will you measure it? What will be the evidence that you have achieved it?
- How extraordinary is this result for you? What makes this result extraordinary?

SE – SUPPORTIVE ENVIRONMENT

- What would be the easiest way to achieve this result?
- What kind of support you need? Who could support you and how?
- What resources do you have and need to achieve it?

S – SKILLS

- What skills, qualities and abilities are needed to achieve the result?
- What skills, qualities and abilities do you currently miss to successfully achieve the result?

I - INTERFERENCES

- What delays and pull-backs are realistically possible?
- What stops you from achieving the result? What could prevent you from achieving the result?
- What resources do you lack to achieve the result?

P - POTENTIAL

- What are your individual strengths and talents that can help you to achieve the result?
- How your strengths and talents will support you in achieving the desired result?

THANK YOU!

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