

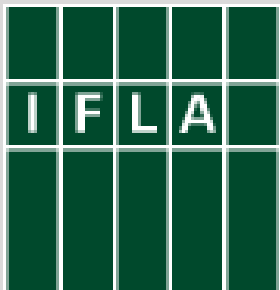
Part 1A: Introduction to
Coaching

IFLA Coach Training



International Federation of
Library Associations and Institutions

Introduction



Continuing Professional Development and Workplace Learning and the Management & Marketing sections

2020 Committee:

- Ewa Stenberg, CPDWL & Coaching Committee Convener
- Almuth Gastinger, CPDWL
- Ulrike Lang, CPDWL
- Carmen Lei, CPDWL
- Barbara Schleihagen, M & M
- Vera Keown, M & M

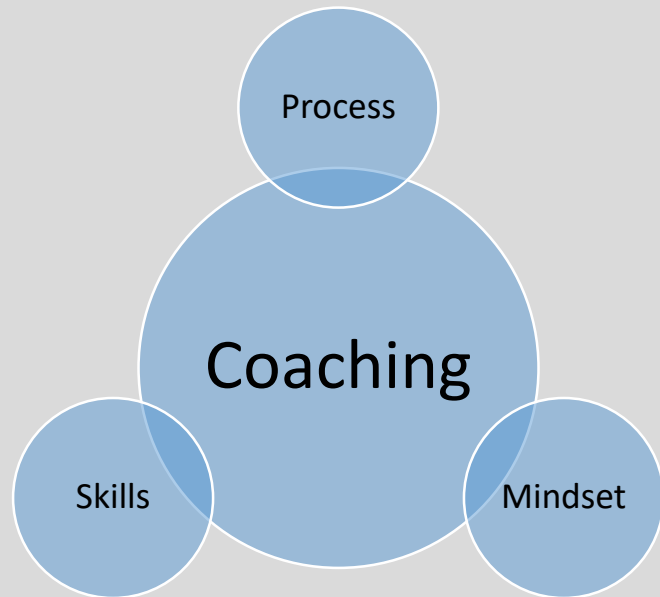
IFLA Coaching Initiative -
<https://www.ifla.org/cpdwl/projects>

Instructor

Vera Keown

- Associate University Librarian, University of Manitoba, Canada
- Member, IFLA Management & Marketing Section
- Member, CPDWL – M & M Coaching Initiative
- Certified Leadership Coach, Member ICF, & Gallup Certified Strengths Coach

IFLA Coach Training Series



Part 1A – Introduction to Coaching

- Part 1B – Coaching Principles, Mindset, & Roles
- Part 1C – Coaching Process & Session Guide
- Part 1D – Coaching Skills – Asking Questions
- Part 1E – Coaching Skills – Listening & Providing Feedback
- Part 2 – Putting It All Together – Live Webinar

Learning Objectives

- Define coaching
- Identify the types of challenges that coaching can address
- Give examples of the differences between managing, mentoring, counselling, and coaching
- Compare telling versus asking styles

What is Coaching?

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

Types of Coaching

- Business coaching
- Leadership & Executive coaching
- Life coaching
- Career coaching
- Group coaching
- Team coaching
- Performance coaching

What Challenges Can Coaching Address?

- Optimizing work performance
- Expanding career opportunities
- Increasing self-esteem/self-confidence
- Maximizing potential
- Defining strengths and weaknesses
- Improving business management strategies
- Managing work/life balance

What Are
the
Differences?

Managing
Mentoring
Counselling
Coaching

Managing
Mentoring
Counselling
Coaching

- Experts and problem-solvers
- Set targets & expectations
- Train staff
- What to do and how
- Assigning tasks
- Enforce policies and procedures

Managing
Mentoring
Counselling
Coaching

- Expert in a profession
- Provide wisdom & guidance
- Based on their own experience
- Often job or industry specific
- Opening doors & making connections
- Gives advice

Managing
Mentoring
Counselling
Coaching

- Licensed professional
- Analysing the past difficulties and trauma
- Healing pain and conflict in the present
- Focus on emotional & psychological functioning
- Gives advice, recommendations, and tools

Managing
Mentoring
Counselling
Coaching

- Present and future-focused
- Solution-focused
- Agenda belongs to the client
- Solutions and actions designed by client
- Focus on self-awareness, growth, learning, & discovery
- Goal-oriented
- Client is the expert

Telling and Asking Styles

- Managers “tell”, Coaches “ask”
- Mentors may do both
- Move from a telling style to an asking style

Review

- Define coaching
- Identify the types of challenges that coaching can address
- Give examples of the differences between managing, mentoring, counselling, and coaching
- Compare telling versus asking styles

Additional Information

- International Coaching Federation - <https://coachfederation.org/>
- Metz, R.F. (2011). *Coaching in the library: A management strategy for achieving excellence*. 2nd ed. Chicago: American Library Association.
- Bungay Stanier, M. (2016). *The coaching habit: Say less, ask more & change the way you lead forever*. Toronto: Box of Crayons Press.

What's Next?

IFLA Coach Training Series:

- Part 1A – Introduction to Coaching
- **Part 1B – Coaching Principles, Mindset, & Roles**
- Part 1C – Coaching Process & Session Guide
- Part 1D – Coaching Skills – Asking Questions
- Part 1E – Coaching Skills – Listening & Providing Feedback
- Part 2 – Putting It All Together – Live Webinar

Thank You and
Contact

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IFLA Coaching Initiative -

<https://www.ifla.org/cpdwl/projects>

CPDWL Section - <https://www.ifla.org/cpdwl>

M & M Section - <https://www.ifla.org/management-and-marketing>