

# U-COACH

NEWSLETTER

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Visit the UCOACH Project website: [www.u-coach.es](http://www.u-coach.es)



You can follow the developments of the project: the action taken by each country, side projects of members, the results... An ongoing dialogue between partners where you can discover how workshops and the latest surveys are developing.



## The research, analysis & results

By BDF

To determine the exact needs of managers and executives, the U-COACH consortium conducted a thorough research on the different aspects of executive coaching.

Every partner approached managers and executives in their region to find what they look for in a coach, what they think of the current way of executive coaching, and what improvements could be made.

A total of 151 respondents from companies in 7 European countries took part. There were some interesting differences between the countries and some striking facts. For instance, in Slovenia, the terms coach and coaching do not translate in local

language.

In general, a lot of managers and executives did not work with an executive coach before and most of them acknowledge that the competences offered by an executive coaching program is necessary for their companies' success. In general, they find the competences communication and leadership most important to be included in the training program. Then, why do not all European firms take the initiative to work with an executive coach?

The main reasons are that an executive coach is too expensive, it is hard to find a suitable one, and if you do, the coaching takes a lot of time.

These last results show some negative points of especially traditional executive coaching. This means that a practical, cheap, fast online variant of executive coaching has a lot of potential. Besides, in many countries executive coaching is an upcoming phenomenon, the perspectives for it are advantageous.

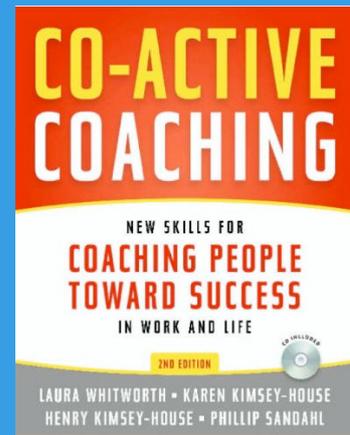
Based on these findings, the U-COACH consortium is able to tailor the training materials to the concrete needs of managers and executives. The results of the analysis will be used as main input for the development stage of the project.

## Recommended Reading:

*Co-active Coaching: New Skills for Coaching People Toward Success in Work and Life.*

Laura Whitworth, Karen Kimsey-House, Henry Kimsey-House, Phillip Sandahl.  
Davies-Black Publishing.

Presenting an approach allowing client and coach to work together to identify both work-related and personal areas of development, this book is aimed at professional coaches who want to increase their proficiency and for those interested in integrating coaching skills into their current practice.



## First International Congress of Executive Coaching in Madrid

By UEX

This event was sponsored by the University of Extremadura, which is involved in the project UCOACH.

Executive Coaching is a system that includes concepts, structures, processes and tools development organizations. It is a tool for improving the job skills of an individual or team, through a positive feedback based on observation.

AECOP (The Spanish Association of Coaching and Process Consulting) has organized the First International Congress of Executive Coaching. This

meeting was the first step in the consolidation of this new methodology for improving personal and professional skills. The Congress has been established in the College of Physicians of Madrid, and took place on 8th and 9th February. More than 200 executive coaches have attended this act; the most important event of coaching in Spain.

The University of Extremadura has been in this international event through sponsorship and participation of the one of the team members UCOACH, Carlos Ongallo, with his paper "The future of coaching. "



# EXECUTIVE COACHING:

## The processes which will change your business

By INNOVATE

Executive coaching is an opportunity for self-development and is quite useful for leaders who may wish to identify goals and values; develop new skills and improve confidence and assertiveness.

The UCOACH project aims to improve the level of awareness of executive coaching in European SMEs; to optimise knowledge, competencies and skills relating to executive coaching in European SMEs; and to help owner managers and middle managers of European SMEs to become more empowered and better positioned.

In order to meet these goals, an effective methodological framework was developed in UCOACH project. The goals of the research methodology in the UCOACH project are:

1. To identify the level of awareness and understanding of executive coaching; ascertain the attitudes towards executive coaching.
2. To understand why SME executives might employ an executive coach.
3. To assess the perceived benefits of executive coaching.
4. To determine potential barriers to using executive coaches.

*"In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists."*

**Eric Hoffer**

5. To identify whether there is a need, or appetite, for specific training programmes in the area.

To do this, a four stage methodology was developed. The key stages in the methodology include:

- Understand the area: The background and context of the research to be undertaken is discussed. The concept of executive coaching is defined and key issues central to the project are discussed.
- Define the scope: Describe the aims and objectives of the research as well as the target audience.
- Develop research tools: A brief questionnaire is created based on findings from a detailed literature survey. A template to help generate regional reports from all partners is also presented.
- Test tools: This section presents how the research tools were evaluated and verified.

# U-COACH

### People who make this possible: The Partners

#### *University of Extremadura (Spain)*

The University of Extremadura was founded in 1973, that means which is a young institution yet well consolidated and keen to accept new challenges such as European convergence in higher education.

#### *Fundecyt (Spain)*

Since its creation, the mission of Fundecyt has been to act as a bridge between Company, University and Society, to establish communication

channels and collaboration between these groups.

#### *XLab (Slovenia)*

Xlab is an R&D company with a strong research background in the fields of distributed systems, GRID computing and peer-to-peer networks.

#### *Projects in Motion (Malta)*

PiM is a multidisciplinary research organisation and cluster platform which gives support to collaborative projects.

#### *Eurocrea (Italy)*

Eurocrea has got three business units with specific skills in order to deal with complex financial projects,

with the objective of guarantee a complete control on every operations.

#### *BDF (Netherlands)*

BDF develops economic projects focussed on SMEs, especially about internationalisation.

#### *ADR (Romania)*

The North-East Regional Development Agency stimulates the region's social and economic development.

#### *Innovate (Ireland)*

*Innovate is a research and training organization focused on developing programmes for organizations.*