



HOW TO BE AN EFFECTIVE COACHING

■ GENERAL OBJECTIVES

Learn about the possibilities that this methodology has, coaching, to help with training and labour insertion of people with low qualifications, favoring the process of job training, through the empowerment of employment and personal skills with which to improve their employability and at the same time their personal growth, through work experience, depending on the theoretical model of the project, Kolb."

"We cannot teach anything to people; We can only help them to discover what is inside them" Galileo Galilei.

■ SPECIFIC OBJECTIVES

1. Know the coaching technique and its contribution to the project.
2. Know the basic principles necessary to apply this methodology.
3. Know some techniques or strategies to be an efficient coach.
4. Address effective communication techniques.
5. Know the profile of the beneficiaries of the program. Social and psychological factors.
6. 6. Recommendations for working with adults with low qualification.

➤ ACTIVITIES

See video:

- **VIDEOS ABOUT TESTIMONIALS WITH DIFFICULTY TO FIND WORK**

<https://youtu.be/O4mb2g-XVjs>

- **DO YOU DARE TO DREAM?**

<https://www.youtube.com/watch?v=HhFxQIDPjaY>

Objectives:

Be aware of the changes.

The state of comfort where you are (move in the same area), must be mobilized to leave the comfort zone, overcoming fears and expanding its area of learning.

Video very useful to work with users and also for professionals to know and identify the fears that users have towards change and how to mobilize them to launch themselves to try new things and experiences.



WHAT IS THE COACHING?

Coaching is a methodology, focused on "**helping to learn**", very different from teaching. **Its purpose is to encourage the self-discovery of personal skills and/or potentialities**, to help set goals and objectives that help personal growth.

The coach (facilitator) is not someone who tells the coach (client) what to do. Their task is not to judge, to give advice, it's to facilitate self-discovery and to define the route project.

The aim is that **each person achieve their own understandings, live with more awareness and authenticity, and become a master of himself.**



"The important thing is to recover the knowledge of the person and transfer it to other realities."

In a process of labor insertion of people with low qualifications it is important to act as a facilitator, guide or support, which serve to initiate or mobilize toward personal change.

From the awareness of their abilities and allow the person to arrive, from where he is towards the goal that he wants to achieve.



WHERE I AM

I WISH TO GO

The coaching offers strategies and above all an attitude or posture to understand the very effective learning to work with these adults. These adults require an **external referent who believes in them**, who mobilizes them to set goals and above all to help them discover their potentialities.

➤ ACTIVITIES

- Brainstorming about what is the coach.
- Discussion groups, if applicable to this population. Benefits and difficulties, coaching vs traditional training.

■ BASIC PRINCIPLES OF COACHING

The key to proper coaching is to create a positive relationship of trust and acceptance of the person.

Feeling UNDERSTOOD, ACCEPTED and NOT JUDGED is the premise to be able to rely on the coach or mentor for the coaching or effective coaching.





Authors, like Roger, 2002, argue that *"we have to ask ourselves if we favor experiences of trust, authenticity and humanity in our institutions or intervention". "If people feel heard and welcomed, if we approach with respect to their stories and emotions experience"*.

The experiences of the users have to be that they are SUBJECT SINGULAR, KNOWN AND APPRECIATED, by the people who accompany them.

■ HOW TO BE AN EFFICIENT COACH

More than technical, the key to efficient coaching is the attitude maintained with the user, key to generating the link.

Recommendations:

1. *Individualized and respectful treatment in relationships.*
2. *Know how to listen (active listening) and welcome him in his process (emotional accompaniment).*
3. *Take care of the spaces of face-to-face relationship with the participants.*
4. *Have a moment of reflection and awareness. Show interest not only for work, but personal aspects, as it feels ...*
5. *Give a positive picture of your progress.*
6. *Get away from victimized looks and postures.*
7. *BELIEVE AND TRUST in the capacities and possibility of the other.*
8. *Avoid the experiences of loneliness or isolation, help seek social support network.*
9. *Generate SPACE FOR DIALOGUE AND MUTUAL RECOGNITION.*
10. *Promote relationships of TRUST.*

■ COMMUNICATION TECHNIQUES



What is an **EFFECTIVE COMMUNICATION**: it is a form of communication, which ensures that who transmits the message does so in a clear and understandable way for its interlocutor, without generating confusion, doubts or misinterpretations.

Components of the communication:

➤ Verbal communication

- Words (what we say)
- Tone of our voice

Users have a significant deficit of communication, hence the importance of the message content, is adjusted to him, his comprehension and understanding. Adjust the message to their level, without being vulgar, it is crucial as it ensures understanding, offers proximity and transmits acceptance (I accept you as you are).





➤ **Non-verbal communication**

- Visual contact
- Facial gestures (facial expression)
- Arms and hands movements
- Posture and body distance

It is important to control both. Our non-verbal communication must convey attention, interest and be consistent with what is said or listened to.

Nonverbal communication has a great weight in communication, to get a well message and encourage the communication process.



The users tend to look for signs of disapproval, which makes them susceptible to any gesture they interpret in disregard, hence the importance of taking care of our non-verbal communication.

■ **EFFECTIVE COMMUNICATION TECHNIQUES WITH EXPRISIONERS**

The key to communication is that there is an exchange of messages, so it is important to SPEAK = LISTEN.

The message must be LISTENED and UNDERSTOOD.

➤ **Active Listening**

Conscious effort to understand what the other person means with his words.

- Put me in place of the other.
- What feelings expresses. Emotional Content.

Strategies to improve active listening

1. Look at the person: VISUAL CONTACT.
2. OPEN QUESTIONS: show interest in what you say.
3. Do not interrupt: knowing the right time to intervene.
4. Do not change the subject in an improvised way.
5. Show EMPATHY by the speaker.
6. Do not control the communication. Encourage RECIPROcity and DIVERSITY.
7. Respond verbal and nonverbal.
8. DO NOT JUDGE the INTERLOCUTOR, only the content.





- **Paraphrasing:** making a summary, synthesizing the transmitted message, ensures that it has arrived correctly.

For example:

"If I understand correctly ... what you mean ..."

"I know you believe you have understood what I have said, but what you have heard is not what I meant."

- **Reinforce,** show attention, with expressions such as: "Good", "ok", "Aha".
The attention fluctuates during the message, but it pays less attention half conversation, so it is important to express reinforcement, encouraging continuing communication. **Important to use in moderation and do not interrupt.**

- **The problem is not people.** In the workplace, it is important that the message is clear and assertive, focused on the actions, referring to the problem (prevent it from feeling hurt). Use DO for being.

For example:

"The report would have to be finished" by "You are ineffective".

The labels should be used only if they are positive, the negatives do not produce a change.

- **Do not let the subjects pass.** Accumulating the problems, will cause the subject to explode and impede effective communication, since the reactions will be exaggerated, causing surprise and a distorted vision.

Important:

Address the issues when they occur, especially the negatives

- **Avoid reproaches of the past.**

WORK ≠ HOME

Every day new challenges, sharing previous mistakes or insisting on unsolved problems is ineffective.

Resolve the conflict: Define the problem, establish alternatives for resolution, evaluate the most appropriate and execute.

- **BE SHORT, CONCISE AND DIRECT.** In the workplace must be concise, not to waste time and be effective.

It is important to express brief, concise and direct approaches so that the message is not diluted by irrelevant information.



➤ ACTIVITIES

- Self-assessment questionnaire of active listening skills.
- Video of Active listening: 6 Tips for Active Listening #LittleThings. https://www.youtube.com/watch?v=oWe_ogA5YCU.
- PROPOSED ACTIVITY ON ACTIVE LISTENING: the person 1 speaks for 10 ', while person 2 listens. Then, they change shifts. Eliminate any distraction, give yourself that time of attentive listening, sit in front of the other in a comfortable distance and in a relaxed position and one of you will talk for 10 minutes and the other will listen. Then you will change the turn and the one who has spoken will practice listening attentively:
Do you start? Are you the person who is going to speak? Well, during those 10 minutes explain everything, any reflection is good, there are no good or bad subjects, could be scattered thoughts, you could talk about your current situation, your hopes, your dreams ... if you run out of ideas before they run out, the 10 minutes does not matter, you stay silent.
And the listener what should you do? That person listens in silence, paying attention to the other to capture their feelings, their needs, to connect with that person. When you are listening, it is normal for you to start distracting yourself or to unintentionally judge the speaker, nothing happens. You take a deep breath, and you can redirect your attentive listening to the other without judging, also you watch your nonverbal language, which it must be as relaxed and neutral as possible. You can not make weird faces.





BENEFITS OF EFFECTIVE COMMUNICATION

- It creates a **climate of trust** and closeness that facilitates mutual understanding.
- The acceptance can be communicated and thus increase the **motivation** of the user.
- It reduces the **tension**, the differences of criteria.
- **Learn** from the other.
- **Reducing conflict** is facilitated.
- Helps make **better decisions and more safety**.
- You **learn to work better**.
- You get **time to think**.
- **The cooperation** is encouraged.

WHY IT IS IMPORTANT TO TAKE CARE OF COMMUNICATION WITH THIS POPULATION

1. They have deficits in communication, both in skills and in understanding. This situation makes it very difficult the communication and therefore the work.
2. Offer communication model, we are a model, from which they can acquire new skills (help to order message, to reflect, to attend ...)
3. They show some susceptibility, a weak image of themselves, it is important to take care of non-verbal communication, not feeling judged.
4. The language has focused on the task, the personal attributions will promote a weakened image of themselves and their image may be weakened.
5. It is important to give positive and reinforcing messages. First, the coach must start with what is done well and then the tasks to be improved must be remarked.

■ CONFLICT RESOLUTION

Among the most important strategies for confronting a conflict is:

1. Keep calm, reduce the level of anxiety or anger of the worker.
2. To approach in a safe place and without witnesses to reduce the aggressiveness, if there was.
3. Show empathy for your emotional state and discomfort, helping to reduce the level of activation.
4. Encourage communication, which helps emotional expression and define the problem.
5. Help define the problem and/or conflict, from a non-emotional perspective.
6. To emphasize the responsibility and role of each actor. Avoid victimizing positions.



7. Provide alternatives for conflict resolution.
8. Help identify which strategies to use: talk to a partner ...
9. Encourage assertive communication, reject communication that is aggressive or disrespectful towards others.
10. Mediate the conflict when it is between colleagues. To foment the assertive communication, to define the problem and commitments of both for its resolution.

➤ **ACTIVITIES:**

1. Group dynamics. "Game of conflict resolution."
2. Role-playing

■ **PROFILE OF PRISONERS AND EXPRISONERS**

Without forgetting that individuality must be respected and care should be as individualized as possible. In general, we can establish a profile of traits or characteristics more common among this population:

➤ **Psychological areas**

- Tendency to impulsivity (cognitive and behavioral).
- Difficulties to self-regulate emotionally.
- Low self-esteem.
- Difficulties in emotional management (low tolerance for frustration, explosion of anger).
- Difficulty solving problems (new tasks due to impulsiveness, learning by self-instruction).
- Difficulties to persist and maintain effort.

➤ **Social**

- Limited repertoire of social skills. Own codes.
- Insecurity in social environments different from yours. Importance of being integrated.
- Lack of team values, individualism and some suspicion. Importance to work values such as group collaboration and cohesion. Teamwork, your role within the team.
- Material values, rewarding the immediacy of the delay of the reward.
- Assertive conflict resolution and non-aggressive.
- Communication skills.



■ RECOMMENDATIONS

- ✓ Important to create a LINK, through a deal: **INDIVIDUALIZED, DO NOT JUDGE** and feel **ACCEPTED**.
- ✓ Being a **MODEL**, what is said must be consistent with what is done. Be the best example, at work.
- ✓ Promote integration in the company.
- ✓ Adjust the communication and demands to your profile.
- ✓ Take care of the communication, both content and form. Focused on the task, not on personal attributions.
- ✓ Important in conflict resolution, **DO NOT CRITICIZE PEOPLE**.

