

SOLUTION  
FOCUS  
COACHING



# WHEN IS COACHING THE RIGHT TOOL

According to the ICF, **coaching** is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

**Clients** – individuals or teams - choose to work with a coach, for many reasons, including but not limited to the following:



## INDIVIDUAL COACHING

### MAY BE A SOLUTION WHEN:

- Something urgent, compelling or exciting is at stake (a challenge, stretch goal or opportunity)
- A gap exists in knowledge, skills, confidence or resources
- A desire to accelerate results
- A lack of clarity with choices to be made
- Success has started to become problematic
- Work and life are out of balance, creating unwanted consequences
- Core strengths need to be identified, along with how best to leverage them

## TEAM COACHING

### MAY BE THE RIGHT INTERVENTION WHEN:

- A shared vision and direction for the team needs to be defined or re-stated
- The team results may be on a descending slope
- The team dynamics gets caught in repetitive conflicts
- Solutions in order to reach the desired future are required from all members
- Gaining and building commitment to action are needed
- Re-framing thinking from problem to solution focus is paramount

# THE SOLUTION FOCUS COACHING

For its coaching programs, AIMS International Romania has coaches trained to use **Solution Focus Coaching** method.

The foundation of the Solution Focused approach has been made possible by the work of therapists Steve de Shazer and Insoo Kim Berg, in the late seventies. Now it has successfully evolved into work fields such as coaching, management, and consultancy.

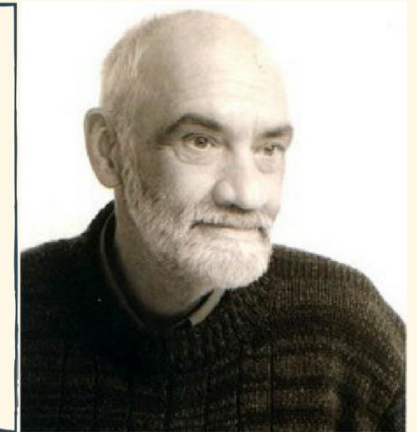
The emphasis is on finding lasting **solutions** by building on existing **competences and strengths** and recognizing signs of **progress**.

STEVE DE SHAZER

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**Problem talk  
creates problems,**

**Solution talk  
creates solutions.**



**Solution Focused (SF)** methodologies are an innovative approach to guiding clients toward the **rapid achievement of goals**. Empowerment comes with seeing life from the future, rather than from the past. So the term indicates where we look: forwards, towards solutions, rather than backwards, by studying problems.

- The SF approach aims to discover **“what works”** in a given situation, simply and practically. The focus on what’s wanted, what’s going well and doing more of what works is often much faster and more effective for clients than analyzing problems and difficulties and their causes. Therefore this method is also named **Brief-Coaching**.
- The SF coach sees each **client as the expert** in finding his/her own solutions. So helps bring them to the surface and builds on clients’ **resources** and strengths.
- The SF coach focuses on directing clients’ attention towards those moments and actions that are **already working** the way they want. It helps clients identify what it is that makes these moments work, and **do more of the same**.
- The SF coach carefully explores how clients want their lives to be different and how they will notice next steps on their road towards the goal. It helps to **build on small and achievable successes**.

# INDIVIDUAL COACHING

## HOW THE COACHING PROCESS UNFOLDS

- Introducing meeting with the client's sponsor (HR / direct superior) in order to present the brief-coaching method and the coach, and to understand the **sponsor's expectations** from the coachee.
- The coach and coachee get to know each other to establish **compatibility** and begin the **objective setting conversation**
- Three-corner meeting (coach-client-client's superior) to set and agree the **development goals**.
- Individual coaching sessions - the coach does not limit the number of sessions, the **client is the one who decides** when to stop. Usually, there are no more -than **6-8 sessions** per client and is possible to close after only one session, when the client considers it effective.
- Three-corner closing meeting (coach-client-client's superior) to **acknowledge and celebrate the progress** and assure organisational support to further enhance change.

## LOCATION

The coaching sessions can take place at AIMS Timisoara's office or client's office / site. Meetings via Skype or FaceTime (or other available video call technologies) are possible too. The duration of a coaching session is **one hour**.

The frequency of coaching meetings is a subject of discussion, but usually it is recommendable to have at least once sessions every month, ideally one session every two- three weeks.

# TEAM COACHING

## HOW THE TEAM COACHING WORKSHOP UNFOLDS

1. Involve everybody and collect **best hopes** for the day (aim of the workshop, rules of the day)
2. Micro – analyzing and learning from the team’s **past success**
3. Positive gossip (mutual **positive feedback** among members builds trust and openness)
4. Reframing complaints and negativity into **desired behaviors**
5. Brainstorming about preferred future – jointly defining **THE DREAM TEAM**
6. Defining the building blocks – **TEAM’S CRITICAL SUCCESS FACTORS**
  - The critical factors will be analyzed within the workshop - **scale progress** for each success factor
  - Building on what works – finding resources and strengths of the team
  - Identify next steps – encourage to move forward
7. Inspiring action - **individual objectives** , appreciation and needs are set and communicated
8. **Follow - up session** to acknowledge, celebrate and advance progress

## LOCATION

The TEAM coaching sessions can take place at AIMS Timisoara’s office or client’s office / site.  
The duration of a TEAM coaching session is **1 ½ days – 2 days**.  
The follow-up may be scheduled two – three months after the initial session, and may take up to half a day.

INTERESTED?

Please contact our coaching team from Timisoara!

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