

change

Consulting Company

People and organisations in times of change

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change Consulting Company was founded in 2004. The company has an ever-growing customer base including companies from industry, trade and services.

Subject competence focuses on consultation for processes in the fields of **sales, marketing, service and strategy**. The second core competence lies in assisting people going through business-related or private **transformation processes**.

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Our motto is – we assist "**people and organisations in times of change**".



Coaching for your
Employees



Coaching - The biggest potential we can make use of in our job and private life is our personal impression on others – our personality.

Coaching - positioning yourself

"The opponent in one's own head is more formidable than the one on the other side of the net." ¹ This statement does not only hold true for sports. That is why personality - coaching has become a universal tool to foster people and to control social processes.

Coaching - a new service sector

A coach is a sort of temporary friend. Coaching is a tool in personality development. Most of the people have a hard time to reach their goals on their own or to become aware of them.

Many people never receive constructive or honest feedback - neither in their job nor in their private life. A coach can fill this gap by contributing his own proficient personality and know-how of the methods to be applied.

Coaching - quality requirements for a profession

The term "coach" is heavily overused nowadays. The word "coach" in its actual meaning refers to a

"carriage" or "carriage driver" as in coachman. A coachman takes people from one place to another - this is what coaching is all about.

Causes for coaching

Coaching has taken root as our private and professional lives keep changing more and more quickly. Our lives are characterized by open and various interwoven systems. The pressure to perform every single day is extreme.

- New roles are waiting to be taken on,
- decisions need to be taken,
- expectations need to be fulfilled,
- relations have to be cultivated,
- benchmarks and footprints need to be established.

This does not leave much time for self-reflection, self-monitoring or self-positioning. Through individual, group or team coaching the participants can pause for a moment and check, whether the path they are following will still lead them to their goals and analyze their current position.

¹ Tim Gallwey, former captain of the Harvard University tennis team, coach and author

Main reasons for making use of coaching

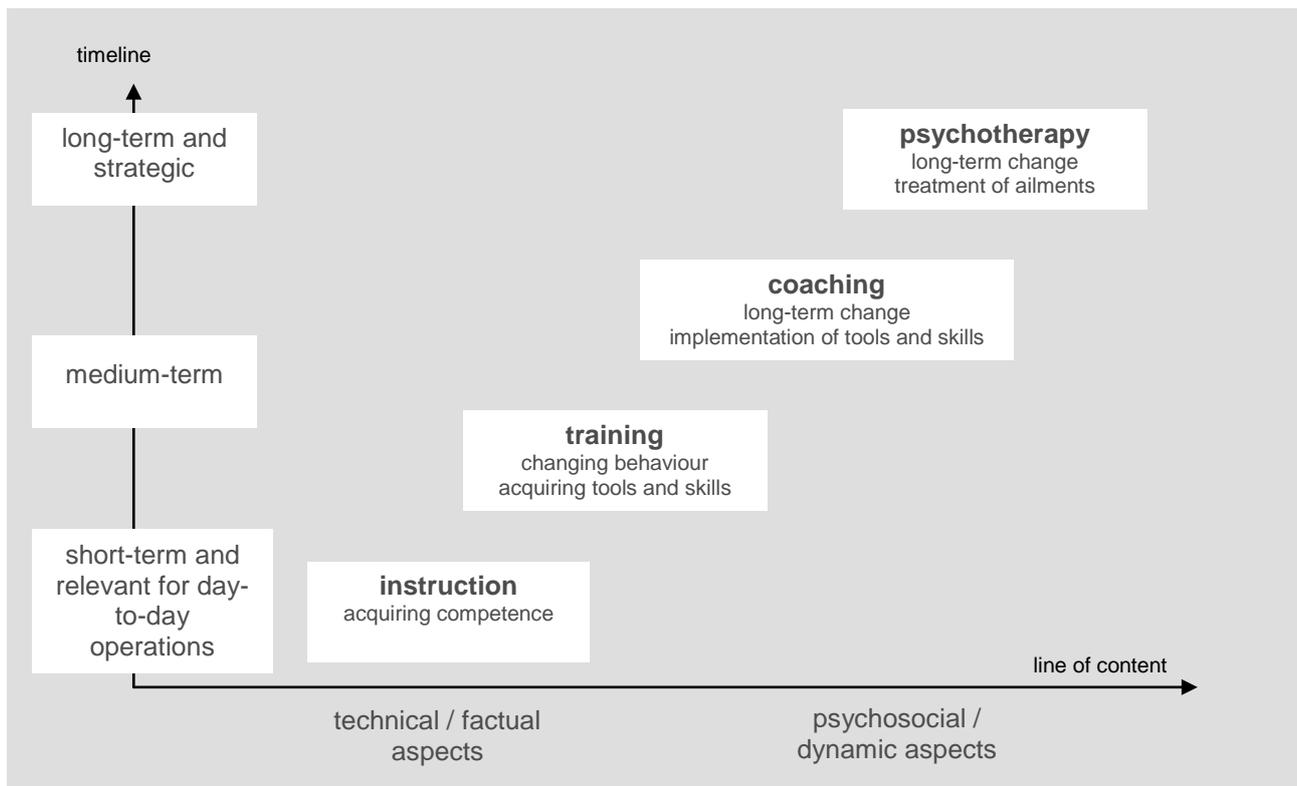
- lack of sound feedback which can lead to an unrealistic self-perception - this in turn can result in difficulties to find one's own place in the job and private life
- changes that cause conflicts in the perception of roles and values
- taking on new challenges / leadership tasks and roles
- stress management
- conflicts and contradiction in the perception of one's own role
- all types of personal or job-related crises (burnout, decrease in performance, identity crises, insecurities, fears...)
- support of executives
- desire for an enhanced perception, desire to grow as a person

The main reasons for coaching are closely related to the following core topics:

- dealing with other people
- dealing with oneself
- dealing with time
- dealing with information and work

Coaching - a definition

instruction, training, coaching and psychotherapy - a comparison



What can be achieved by coaching?

Overarching goals:

- identification of dysfunctional and possibly destructive patterns as well as hidden messages and concerns
- offering a protected zone to the coachee to express his or her own opinions and try out alternatives in the coaching situation
- mobilisation of the coachee's resources
- extension of scope of action and development

Responsibilities taken over by the coach:

- *process responsibility*
- exchange placed on an equal footing conducted with appreciation and respect
- absolute confidentiality of content
- methods, strategies, interventions and evaluation

Responsibilities taken over by the coachee:

- *responsibility for content*
- development of his or her own role
- change in way of thinking, feeling and behaviour
- implementation in day-to-day practice

The coaching process comprises five phases:

Phase 1: **Come together** – Getting to know each other and coming into contact. This is the possibility for the coachee to get to know the coach and to establish mutual trust. The coachee needs to answer the following two questions with a clear "yes" as a foundation for a coaching engagement: "Can I generally open up for a coach / coachee situation?" and "Do I trust my coach?"

Phase 2: **Orientation** – definition of content. The initial orientation interview takes place in a triangular set-up - the superior states his expectations from the coaching process. The team sets a development goal.

Phase 3: **Analysis** – Analysis of the coachee's concerns and environment.

Phase 4: **Change** – transitional phase. This phase is the core stage of the change process and should take place in a neutral environment for the coachee.

Phase 5: **Harbour** – The achievement of objectives and conclusion of the process is discussed in a joint conversation with the client to clearly identify the progress and development made.



Requirements for the coachee / client

Coaching is not a piece of cake - neither for the coach nor the coachee. Coaching is highly demanding. The client, too, needs to fulfil certain requirements:

- willingness to establish a relation to the coach based on mutual trust
- willingness and readiness to change
- high level of motivation
- consistency in implementation

The self-image of a coach

A good coach fosters the client's ability to manage the situation alone thus making himself dispensable. The following objectives will be implemented:

- development of individual solutions
- improvement of self-perception and self-awareness
- enhanced communication skills
- reflection on one's own perspectives and patterns of behaviour, action and reaction
- dealing with one's own doctrines
- fostering of individual interests

Qualification of the coach

A good coach should possess the following characteristics:

- *Qualification in methodology:* expertise, mastery of subject matter and professional competence to act. The professional training includes basic knowledge of psychology in the fields of analytical conversation techniques, behaviour-oriented procedures and systematic techniques. Consulting techniques such as leading, controlling and structuring are also part of the coach's toolbox.
- *Comprehensive experience of work and life*
A coach should possess the knowledge of organisations and their principles.
- *Personal and social skills*
The so-called soft skills have become a buzzword in coaching. Many people make use of coaching to practise and acquire these skills. A coach should embody these specific soft skills (empathy, ability to listen, to establish relations, dealing with conflicts, critical faculties, sensitivity, creativity...)
- *Personal maturity and permanent willingness to reflect: Just as the coachee, the coach also goes through a continuous cycle of development - the concept of lifelong learning.*

PERS – Personality Training

Personality training - why?

The participants take part in our personality trainings for various different reasons and motivations:

- *People who live a good and successful life.* However, they expect their life to offer more than just success. Above all, they want to discover the way to their own life.
- *Participants who are going through a private or job-related crisis.* They use this personality training as a tool to find answers to their challenges.
- *People who feel that they possess untapped potential.* They want to progress as a person, become stronger, more self-confident and more successful - but not only on the outside - but they want to become happier on the inside.



Our personality training focuses on the individual situation of the respective participant. The participant's wishes, expectations and targets are the basis to start from. This seminar aims at finding individual solutions.

All tasks we face in our business or private life can be matched by solutions.

They can be found within ourselves. Those who possess the courage to look for these solutions and to discover the creative power within ourselves and make use of it, will go their own way into the future with power, confidence and happiness.

Who is the target group for this training?

- People who would like to actively shape their lives.
- People who are willing to work on their lives and to change themselves.
- People who consider the tasks, life presents to them, as a challenge to grow as a person.

In a nutshell:



The biggest potential we can make use of in our job and private life is our personal impression on others – our personality.

- Intensive training schedule, including Friday evening.
- The maximum number of participants is 10.
- Your attendance is indispensable during the complete training.
- No business activities or distractions of any other kind during the seminar.
- No alcohol during the seminar.

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Philosophy

We - as an organisation and as people – are part of a continuous transformation process. This change stands for life, competitiveness and the power of something new.

Our company logo symbolizes a wave and water – the embodiment of continuous flow and movement.

"There is not one thing without movement."

Lorenz Oken, Textbook on Natural Philosophy

Approach

The approach is based upon the introduction of experienced competence for reflection, thus identifying and integrating people into this process. A joint work which builds bridges towards your goals and values – this is your benefit from a cooperation with us.

Qualification and Profile



Particularly in consulting, coaching and training it is highly significant to be able to work with an experienced partner.

Rainer Krämer was born in Mannheim in 1963. He is married and has 2 children.

He completed his studies of electrical engineering (graduate engineer), a postgraduate course of business administration (industrial engineer (university of applied science) and an 18-month training course to become a certified psychological counselor with a specialization in conversational therapy, NLP and clinical hypnosis.

He has acquired his professional experience in sales, business development and as company executive in Siemens, Siemens Nixdorf, Cisco Systems, Novell and Cambridge Technology Partners.



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