

# LIVKOM

Livsberigende kommunikation



Do you want to know more about growing a coaching culture?

## Local organizers

**Holland:** [www.dekleinegiraf.nl](http://www.dekleinegiraf.nl)

**Poland:** [www.fzbp.org](http://www.fzbp.org)

**UK:** [www.giraffesocialenterprises.org.uk/](http://www.giraffesocialenterprises.org.uk/)

**Denmark:** [www.livkom.dk](http://www.livkom.dk)



Lifelong  
Learning  
Programme

Thank you LeadershipThatWorks for providing tools and skills of Needs-Based Coaching.

Thank you Center for Nonviolent Communication for providing network around NVC.

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

# Needs-Based Coaching

## using Nonviolent Communication

- Make your values come alive!
- Understand what drives people
- Inspire and motivate those you interact with
- Create attractive strategies for people to join



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# WHY would I introduce coaching?

As an individual,  
HAVE YOU EVER...

- Known what to do and realizing that even then, you don't get it done?
- Found yourself in opposition but not known what to do?
- Had a sense of urgency—and lost hope?
- Rejoicing something precious—and really wanting to keep it?
- Found it hard to find your 'no'?
- Etc!

As a team,  
HAVE YOU EVER...

- Experienced burn-out?
- Had conflicts that drained the team energy?
- Lack of clarity of goal and direction?
- Lost motivation?
- Experienced lack of flexibility when unexpected events happened?
- Spent too much time on fruitless meetings?
- Etc!



## Integrate Needs-Based Coaching

Learn to speak in a way that encourages people to listen, and listen in a way that encourages them to speak.

- Support stakeholders in building personal resilience and becoming more effective communicators.
- Find solutions that meet the needs of all stakeholders.
- Develop deep trust in organizations in order to harness the power of collective intelligence.
- Turn disagreements into opportunities for generative dialogue
- Tap into stakeholder's deepest sources of motivation and transform work into a purposeful activity.

## Netherlands

The staff of the Dutch association Die Kleine Giraffe (The Little Giraffe) grew their coaching skills through 12 days of coaching training along with regular coaching practice.

A number of people not familiar with coaching have had 5 sessions of 1 hour. A kindergarten received 12 hours of training and coaching and is now implementing what they learned in their communication with the children, now being met with (even stronger) empathy and empowerment.

As a ripple effect, the association offered a 2 days' training 'Need based coaching'. 15 NVC trainers were invited to experiment with coaching and are now integrating the new skills in their work with clients.



## Denmark

In Denmark, 9 NVC-practitioners from the association LIVKOM was trained in the coaching programme through four 3-days' gatherings with teaching, practicing and discussions. Apart from the skills gained, the gatherings served as strong, community-building opportunities and resulted in more initiatives within the association.

These 9 coaches offered 27 clients free coaching in periods of 5-months. Coaching in groups allowed the coaches to grow by offering feedback to each other, and several of them have achieved enough skills and self-confidence as coaches and are now offering coaching as part of their professional skills.



**Needs-Based Coaching has been taught and tested in four countries and has directly touched 200 people's lives. The ripple effects are much larger.**

## United Kingdom

The last two years of collaboration have given 17 days of training, mentorship, support and inspiration in needs based coaching for Giraffe Social Enterprises' directors as well as supporting 8 people to participate in the 4 day NBC coaching conference in Poland.



The heart of what we have done lies with families and individuals on a low income and often 'at risk' in some way - hours of one-on-one sessions, two-on-two sessions for couples in relationship.

The most significant offerings for us were the multi-day, multi-family "Living" experiences - families coming together either in our home, at the home of the family, or at local larger venues to live 24/7 with one another for support, coaching and role-modelling of both NVC and NBC in action.

## Poland

The Nonviolent Life Foundation (Fundacja Zycia bez Przemocy) invited 5 trainers on Nonviolent Communication to be trained to become coaches. They were trained and practiced needs-based coaching with 16 clients in Poland and internationally within the partnership countries.

We ran a promotional conference and created a film about needs-based coaching, which is available on the foundation's website [www.fzbp.org](http://www.fzbp.org).

The popularity of this approach continues to grow in Poland; this is evidenced by the fact that 66 coaches have paid to be trained in Needs-Based Coaching in Poland in 2014-2015.



What are the long term impacts?

### What a coaching culture looks like

- \* High level of trust makes individuals speak their concerns directly
- \* When conflicts arise, the parties seek solutions with support if necessary
- \* Engagement and responsibility is increased
- \* Spaciousness as opposed to low tolerance
- \* Bullying and speaking behind others' backs are replaced with addressing of interpersonal as well as systemic issues

### This is how to grow it

- ◇ Deliberately focusing on what we want, rather than what we don't want
- ◇ Identifying and changing patterns and structures that counteract collaboration
- ◇ Communication training, group and individual coaching
- ◇ Learn how to face and resolve conflicts through needs-awareness
- ◇ Increase skills of feedback, decision making and facilitation of meetings and processes





# This is what they said

## Receivers of coaching

The interventions were so helpful to get in touch with myself. No one asked me how the situation with my boss made me feel, and this was what I needed so much. A.Z.

I realize that I have a deep longing for respect. As a child they never asked me what I wanted, I was punished when I did something for myself. Now I trust that I can express myself even when I feel vulnerable. M.D.

In the coaching I learnt to dream again., A.Z.

Together we looked at what I wanted from my ex-husband. It is still weird to me to be able to choose different strategies to fulfill my needs, and not demand him to fulfill them. S.H.

Thanks to the coaching sessions I learned to speak and listen to myself empathetically and I am able to hear and accept my judgements much better. J.Z

It helped me in understanding myself and improving my relations with a wide variety of people.

I have learned to look beyond my emotions towards others and myself. M.B.

## Coaches

When I just sit down and stay present, I can get really far!

To offer perspective instead of pointing to somewhere provides freedom for both of us.

It was a huge experience to me to initiate so much with so little.

My starting point as a coach is to look for a light gap and then let the client draw the curtains.

It is an awesome course to be part of—an awesome coach training!



# Take NBC into *your* community!

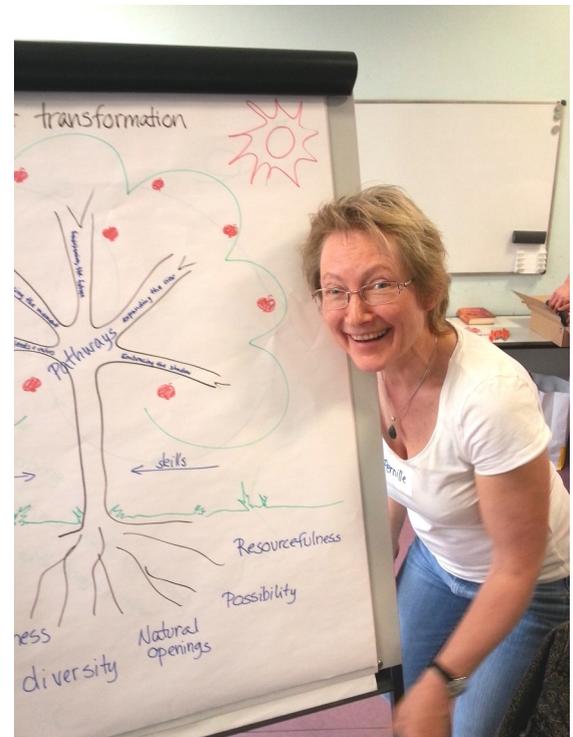
What if ***your*** organization and it's people leaned into trust and resourcefulness, and let themselves live their dreams?

**It is within reach!**

Trainings of 1-9 days available, tailored the participants' learning needs.

Learn, experiment and practice communication skills and coaching tools.

Connect with us for an in-house learning experience or get info about open courses being offered.



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