



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

Local organizers

Holland: www.dekleinegiraf.nl

Poland: www.fzbp.org

UK: www.giraffesocialenterprises.org.uk/

Denmark: 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.

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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



Lifelong
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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.

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



Nonviolent Communication

Nonviolent Communication (NVC) is a structural approach to communication that translates the wisdom of humanistic psychology and applied nonviolence into an elegantly simple set of principles and practices that can be easily applied in a variety of everyday settings.

NVC can be used to build personal resilience and effectiveness, to resolve seemingly intractable conflicts, and to develop shared self-awareness in order to transform organizational cultures from reliance on domination and control towards genuine partnership.

NVC was created by Marshall Rosenberg, PhD (1924-2015), a renowned American psychologist and is now taught around the world under the guidance of the international Center for Nonviolent Communication (www.cnvc.org/).

Needs-Based Coaching

- a tool to create resilient relationships

The purpose is not to get things done faster, but to create conditions that grow people.

When motivated and acting in accordance with their own values, people become creative and considerate.

Whether coaching is directed towards individuals, a team or a community, needs-based coaching aims at inviting the innate resources and create conscious actions that serve the individual as well as the whole.

Nonviolent Communication is a strong element in Needs-Based Coaches' toolboxes.

Our assumption is that everybody enjoys to contribute. To unleash their resources, it takes deep listening, acceptance and dedication to connect with the needs and values ever present.

Thus, the coach calls out the power of the individual from that deep grounded place within that *knows*.

Take NBC into *your* community!

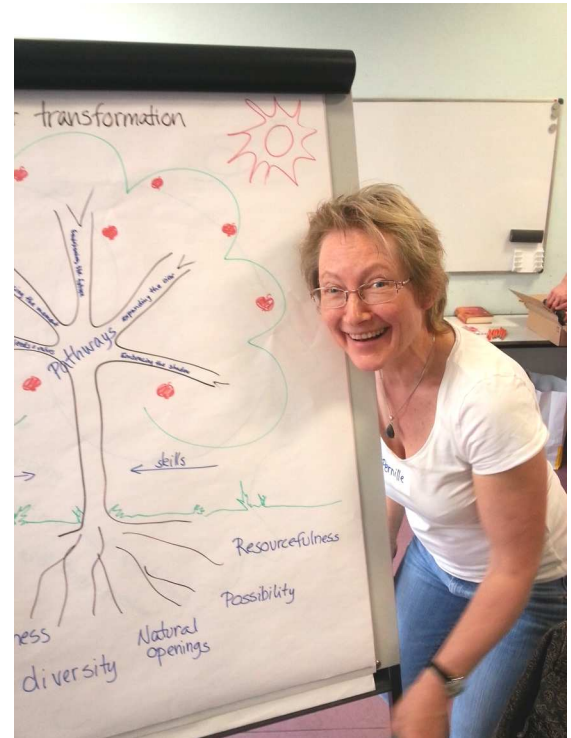
What if ***your*** organization and it's people leaned into trust and resourcefulness, and let themselves live their dreams?

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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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!



What is unique about Needs-Based Coaching?

NBC has at its core the understanding that all of our thoughts, feelings and actions are motivated at our heart by **our needs and deeper values**.

NBC focuses on helping the client **reach a state of 'alignment'** - a connection with feelings, needs, and deeper values - before moving into action. For the client alignment feels like coming home. From this place they have the overview, the access to creativity, and the wisdom to find what's right for them. When collaborating they are more able to connect with other people's needs and desires to find something that works for everybody.

This perspective of wholeness ensures that decisions will be sustainable. NBC coaches learn to recognize subtle signs of resistance or hesitation that alerts them that something not yet spoken needs to be taken into consideration - that there are further needs which must be considered before someone can have a **wholehearted 'Yes' to the decision**. This can make the decision more complex but ultimately it makes it stronger because by taking into account everyone's needs we have turned potential enemies into allies who will now support the agreement instead of holding onto hidden agendas that undermined the decision.

NBC works with the right, creative, hemisphere of the brain to shortcut the analytical hemisphere and go to the wisdom of the body, imagination, feelings and needs and visions of our life that reside in the right hemisphere. And from there we take it into the reality level - **getting access to resources** in the client that would be blocked if we tried going through the analytical hemisphere.

This can lead to finding still deeper truths within the client that transforms directly into next easy action steps with other people. **It's really grounded in reality** yet goes to quite deep levels in the client.

Sometimes what is becoming possible for this person - what this person is growing into - suddenly reveals itself. When we name that for the client, they experience it as **having their essence acknowledged** - their deeper truths reaching out through the shadows like a hand holding a light in front of them.

The 'coming home' of alignment is accessible in every session. The glimpses of what is possible further down the road is a gift when it happens.



CONSCIOUSNESS

What drives each individual? What are the beliefs you are operating from, and do they support what you want?

Needs-Based Coaches clarifies unexamined assumptions and deeply held values of the individual as well as the team with care and gentleness.

TRANSFORMATION

Needs-Based coaches help clients break through limiting beliefs, become aware of the wisdom of their bodies, identify their emotions and understand their needs and values. From that grounded, centered place of deep awareness, they can develop strategies and take actions that meet their needs and create sustainable change..

EMPOWERMENT

When people start believing in their own resources, visions and dreams manifest

TAKING ACTION

Needs-Based Coaching supports clients in developing clear and appealing action plans that link directly to their hearts' desires.

Together, accountability is created and following up with curiosity.

COMMUNICATION

Communication is for relationships what breathing is for life.

Through coaching, individuals and teams find their tongue to express themselves honestly and respectfully as well as understand the positive intentions behind ever so heard-to-hear

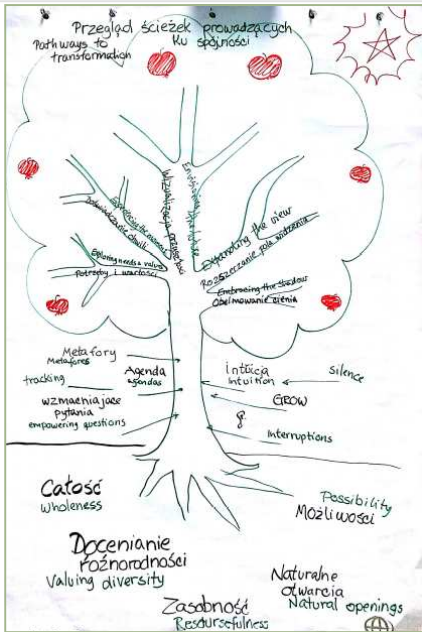


COLLABORATION

Working efficiently together takes trust and courage. Needs-Based Coaches point the light on unexamined assumptions

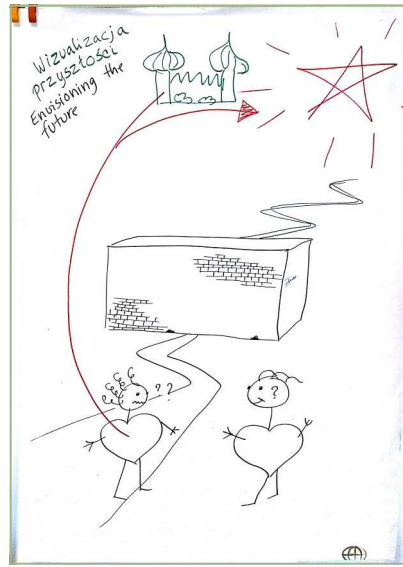
How do we manage honesty and still care for what is vulnerable?

Coaching principles



WHOLENESS

Instead of thinking about what's wrong with people, see them as whole even some areas of their life is still to be revealed. See them as perfect just the way they are.



POSSIBILITY

Much more is possible than any of us can imagine! Replace scarcity thinking with trust in the endless possibilities in the client's life. Go with the hopes and dreams.

Valuing diversity

Different needs and values are present at the same time for the client. By exploring and embracing the fullness of the client's experience, we hold the space of deeper self-connection and self-compassion

RESOURCEFULNESS

The client has the wisdom and the resources to deal with their challenges.

Letting go of the thought that we are there to heal them and tapping into curiosity and gentle presence, we allow them to connect with their own resources.

