

'One size no longer fits all !' – Dare to diversify, also in your coaching offerings !



'One size does not fit all!' - Diversification in development interventions in order to cater for the specific needs of the respective generations on the work floor, is one of the biggest challenges HR professionals face.

There is no magic formula, however some companies dare to think out of the box and experiment with **'avant-garde' interventions**.

Why wouldn't you then consider **a blended approach** in your coaching offerings ? Why wouldn't you add mail-coaching in addition to face-to-face coaching ?

And before you think : 'It can never be as powerful as face-to-face coaching.' ...What do you know about mail-coaching ?

What is e-coaching ?

E-coaching covers video-coaching, telefoon-coaching, chat en mail-coaching.

What is mail-coaching ?

Mail-coaching serves **the same purpose as face-to-face coaching**, yet it **requires very different skills and competencies from the e-coach**.

All interactions between coach and coachee take place on a **secured on-line platform** in order to guarantee the confidentiality.

Typically, **2 to 3 interaction moments** take place a week. Each message from the coach contains a question or a specific intervention for the coachee.

Certified e-coaches use a specific methodology to build the relationship, to analyse a message and to formulate an answer that will stimulate the reflection process of the coachees and bring them closer to their coaching objectives.

Why would you consider e-coaching ?

1. Generation Y and Z is growing up in a digital world !
2. It is completely aligned with the new way of working.

3. It is location independent.
4. It is flexible in implementation : You can do e-coaching instead of face-to-face sessions, you can use a mix of both forms and you can even integrate it in a programme to facilitate the transfer in the work environment.

Specifically for mail-coaching :

5. As learning happens step-by-step, coachees are more likely to adapt their behaviour and thinking patterns.
6. Coachees take more ownership of their development as there is more interaction between coach and coachee.
7. It is just practical as it is time- and location independent.
8. Writing allows coachees to put things into perspective as thoughts and feelings are being structured.
9. Coachees get direct access to their emotions as experiences are written in the present tense and in the 'I' form.
10. Body language is absent, yet this is compensated by the eCoachPro methodology used by the coach.



Important ! It can be as effective as face-to-face coaching as long as you work with certified e-coaches. I am a certified e-coach and use the eCoachPro methodology.

Did I trigger your curiosity ?

Send your requests to info@in-transition.eu or contact me on the following number : +32485634660.

Marijke Van Moldergem
Executive (e)-coach, ICF PCC level
Leadership trainer & Professional Transitioner
Tel: 0032 485 63 46 60

