

# Turningpoint.

## Research Topic: Coaching Leaders to deliver profound change

### Case Study Selection Criteria

I will be seeking to source the case studies by tapping into the coaching network, coaching associations and directly with client organisations. I will be asking for volunteers to participate in the study for the benefit of reviewing their practice, an opportunity for further reflection as the client and access to the results of the study.

In selecting the studies therefore I will be seeking cases that could be deemed to be representative of the nature of transformative coaching. In addition the cases must allow for deep analysis and publication of results. They,

- Should cover as many elements of the model as possible to enable these to be explored and further understood
- Should include a transformational context and the role of leader as change agent
- Should include more than one of the following challenges;
  - building engaged workforce
  - building creative organisation
  - building high performance organisation
  - building learning/ change adaptive organisation
- The coaching contract /scope of work needs to be transformative rather than only issue or problem solving in nature
- The Coaching 'work' needs to deal with the Leader and his characteristics, beliefs etc, his role/purpose business challenges as a leader and the context that he / she needs to manage.
- The coach needs to have applied a clear coaching model and method that can be documented and commented on
- The client and coach both need to be willing to be interviewed and the benefits and experience of their coaching relationship explored with them and shared between them.
- The coach needs to have undertaken both practitioner and practice reflective work that enables them to be explicit in their practice
- The coach and client should have evidence of any reviews done during the coaching contract.
- The coach should be able to demonstrate that they are an experienced senior leadership coach and hold membership with reputable coaching associations that maintain professional and ethical standards
- The coach and client need to provide permission for the case to be published and presented on / used as marketing business research / learning material for coaches, subject to identities being hidden and confidentiality assured.