

54th. ECA professional article

Variety and Competition in professional Coaching

„Counting-out rhymes for adults“
von

Bernhard Juchniewicz und Angelica Ulkan

Whoever plays in the alpha-league gets to know the abyss of publicly spread calumnies and aversions against unwelcome competitors in the battle for market shares, influence and power. Where the highest possible profit is the goal experts with the pretension of omniscience and with blinders under the cover of seriosity don't leave anything undone to stigmatize colleagues as 'incapable' which do not belong to the inner circle of self-nominated 'popes' and may be do not even wish to.

„Roma locuta, causa finita“ –
”Rome has spoken, the case is settled” .
Latin proverb

Supposed to mean:

„The wisdom is ours“ or: „The best am I.“

Whoever dares to doubt that must be aware that he does not fit into the frame and thus becomes a serious threat in the battle for the biggest slice of the cake, a threat for a sworn in community which claims to be the personification of specialist, autocrat, judge and public prosecutor all in one person and therefore the best possible choice for the potential client. Of course, they can not define what 'best' means.

The service ? The concepts ? The better reputation ? The representation of interests – no question: the other side altogether ? Or just a clown – which may in the end be the better choice ? Difficult to choose, poor consumer ...

Difficult **not** to write a satire.

Variety and Competition in Coaching

It is fun to compete in fair competition with colleagues. Competition animates, stimulates improvement, without it there are no top performances and no emotions on the victory steps when things have gone well. It is **our clients** who get the benefit – and that is how it is supposed to be.

It is no fun to be assorted or sorted out and calumniated arbitrarily by an omnipotent, self nominated **coaching control** which has no other target than defending and expanding its own territory. **Diversity** and **fair competition** are locked out in favour of limited routines with which undesired competitors – so it seems – shall be calumniated and eliminated in order to hunt for more potential clients.

The client has no chance to take an unbiased decision anymore but just follows his subjective notion- which is like an incapacitation.

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The fairy tale about 'the Emperor's new gowns': Authenticity in Coaching

«A man goes to see a tailor and orders a suit. At the fitting he finds out that one trouser-leg is too long, the jacket puckers and one sleeve is too short. When the customer wonders about it the tailor calms him with the words: *Dear Sir, just advance one leg, pull up the shoulder and bend in advance when you walk and you'll see everything fits perfectly*».

The customer is persuaded and walks out on the street in that position. Two ladies passing by see him and one says to the other: 'Oh look, the poor cripple'. Answers the other: 'Yes, but he sure has a good taylor!'

Fair competition needs **rules** and **neutral professional authorities**. It calls for **authentic coaches** which will not accept suits which do not fit them just for some advantage, which do not bend just so they do not become target of **self-nominated control authorities**.

Our profession requires **binding rules** for the benefit of transparency in coaching, of fairness in competition in a time of rapidly changing conditions in enterprises and society.

Diversity, its acceptance and the understanding of it has the absolute priority in successful enterprises, in every aspect of life and particularly among coaches. That way only we will be able to solve the social and cultural tasks in a future society with a new order.

Excerpt from the Professional Principles of the European Coaching Association:

Preamble These professional principles determine the conduct of the member coaches of the European Coaching Association. They apply to any activity of a coach in relation to his clients, potential clients and interested individuals, collaborators, associations as well as the public. ECA coaches voluntarily commit themselves to observing these principles. They also commit themselves to disclose these principles in an appropriate manner to all collaborators of the member coaches and urge them to observe them.

Art. 1 – Art. 12 describe these principles: Humanity and Seriosity – Professional Competence – Diversity of Methods – Self-Responsibility – Independence and Integrity – Collision of Interests – Collegial Loyalty – Confidentiality – Competition – Remuneration – Publicity – Non-Affiliation with Sects.
Coaches conduct themselves in a collegial manner and do not infringe the image of colleagues or of the profession. Untrue or illight-minded accusations of a colleague are against the ethic of the profession.

See: **ECA Vision:** <http://www.european-coachingassociation.de/start/Berufsverband/Vision/index.html>

The professional Coach conducts himself authentically. His view of humanity is based on values like Confidence - Friendship - Partnership – Eye level – Altruism – Loyalty - Professionalism – Integrity. The professional Coach in most cases works independently but in friendly partnership with enterprises, executives, teams, couples, families and children. Coaching is not a medical treatment and can not substitute one.

*We consider diversity as a chance to open new ways,
as synergy potential in independent, self-organizing future markets and groups,
as unmistakable, unique resource and chance for development
for enterprises and individuals in a globalized world.*

Academy ECA Sozietät
We live what we transmit

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For the multiprofessional team

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Enclosure:

In this connection we refer to ECA Professional Articles under: <http://www.european-coaching-association.de/start/News/Newsletter-aktuel/index.html>

for example:

47. ECA Newsletter „Confidence – **Integrity** – EyeLevel in Management Coaching“

50. ECA Professional Article: „Collective Intelligence“, Excerpt:

Group Wisdom

In recent times it was realized that the solution of economic, technological, social and cultural tasks of our future society are too extensive to leave single human beings alone with it.

Sustained by the possibilities of communication in the rapidly developing **Web 2.0** a change of paradigm is emerging from the centralized intelligence of experts and opinion leaders to highly developed capacities to solve problems of organized groups.

We have to admit that groups are more likely to address problems on a higher level and to generate results which largely exceed even the best possible solution of a single person.

Groups constantly are involved in interactive processes which on the basis of collective growth, experiences, wisdom, affection and the use of joint cognition can generate the best possible solution for the realization of goals. Groups use their collective knowledge for their economic and social way of acting. This demanding task and the need to learn continuously from others strongly promote the personal development of every single person

45. ECA Professional Article „Sobbing“, Excerpt:

Sobbing describes the state of emotional helplessness felt and lived by an individual or a group, the resignation, the personal and social estrangement and uprootal and in the worst case human and professional destroyal.

The cause of Sobbing can be emotional rejection of colleagues, superiors or the management in the professional environment or in private life hostile behaviour of other groups, the family or the partner. It can happen to people of any age, social level or gender.

39. ECA Professional Article“ Human Killing Syndrome”, Excerpt:

The Phenomenon of Misanthropy

The Human Killing Syndrome stands for suffering calculated emotional distance, insecurity, rejection, demolition, and the exclusion of an individual or a group in our performance oriented society, caused willingly or at least accepted by people or institutions. In an early stage the person concerned feels emotionally undersupplied in his environment. Any person in such a situation – no matter if with or without his own fault – ends up in a downward spindle of emotional ban, become more and more incapable of defending themselves and easier to manipulate.

In the final stage the Human Killing Syndrome becomes a tragedy for a person giving himself up which in some cases even leads to his death. Lack of support in the family or by the partner and increasing loneliness in our single-society lead to final emotional impoverishment. It can hit people of any age and social level.

The Agitator:

The Agitator not only achieves personal and economical advantages but through the satisfaction and pleasure about the human destinies he has caused – alone or together with others - obtains stabilization of his own ego. He may act out of a legal conviction of his social or scientific justification but it still goes together with a loss of

values and significance in life. In this 'shark-strategy' (isolate, divide, destroy and dominate) the agitator sees the chance to make up his own personal deficit.

The autonomous human being becomes victim:

The autonomous human being at first experiences in his interaction an emotional and human distance which leads to emotional insecurity, frustration, exhaustion and resignation. Offense and disillusion make him an easy victim of rejection and lead from the feeling of exclusion to real exclusion from his work and/or his life environment up to social uprootal.

49. ECA Professional Article „Operation Love“ :

Core Competencies of a multi-professional Coach

1. Core competence: Self-Management

- a. Integrity – mission – awareness
- b. Self-love / mental hygiene
- c. Autocracy

2. Core competence: Relationship Management

- a. Partner corporate identity
- b. Psychosocial skills
- c. Empathy

3. Core competence: Time & Goal Management

- a. Professionalism
- b. Contents / values
- c. Definitions

4. Core competence: Vision Management

- a. Vision transformation
- b. Creativity
- c. Perspectivity

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Detailed specifications about the **Main Competencies of a multiprofessional Coach** you can find in the 49. ECA Professional Article „Operation Love“ under http://www.european-coaching-association.de/clubs/coach/docu/49.FachArtikelUnternehmenLiebe_14_09_2007.pdf

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Bernhard Juchniewicz has a multiprofessional education and started working with people in particularly stressing work and life situations in 1976. He consults and coaches enterprises, executives and their teams, in particular with regard to selfand relation management as well as time & target management, vision management, team leading, integer corporate identity, burnout and workaholic prevention, crises intervention, life and career planning, dealing with personal and professional crisis, work-/private life balance, regeneration and psycho-hygiene of executives, personality adaptation of their partners and children. **Founder of ECA Quality Management and ECA Licensings at levels Basic – Advanced - Expert**

Angelica Ulkan



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Angelica Ulkan adds psychological knowledge to an education and work experience in economics and philology on international level. She very well knows the psychological and physical requirements and expectations of undertakers and managers from her own long term experience in **Executive Management**. Her activity as Coach stands for substantial developments of personalities and enterprises.

With her holistic integrative way of thinking and with a clear view of realistic goals she consults and coaches in a sympathetic and experienced way her clients in Executive Management Coaching, in Team Coaching and in Executive Development.

Additional issues are Burnout- & Workaholic Prevention, Potential development, Sense Finding, Partner- & Sexuality Coaching, Conflict Coaching und Crisis intervention.