



COACHING

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INSTRUCTIONS FOR APPLICATION  
AND TEMPLATE

**ESTEEM - ENHANCE AND STIMULATE TRUST WHILE EXPLORING NEW FORM OF  
ENTREPRENEURSHIP MODULES  
2020-1-FR01-KA202-080354**



Co-funded by the  
Erasmus+ Programme  
of the European Union

This document is a part of a toolkit developed within the framework of the project *ESTEEM - Enhance and Stimulate Trust while Exploring new form of Entrepreneurship Modules*.

The coaching activity is to be implemented after the experimentation of the training modules. For complete information and guidelines, please refer to the Toolkit initial document.

## Project:



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## Consortium:



## Intellectual Output 2

### ESTEEM Coaching Guidelines

**Application:** The coaching activities should be developed one to two weeks after the end of the training and then repeated one to two weeks later.

**Duration:** The individual coaching sessions should be between 30 and 40 minutes.

**Objective:** The objective of the individual coaching sessions is to generate an effect of awareness and improvement of self-esteem and stimulate the overcoming of the challenges faced by the entrepreneurs in their businesses.

**Methodology:** The method consists of using accurate and relevant questions to our trainees to make her/him focus on their signs of progress, difficulties, or challenges to overcome, based on the business and psychological perspective. This inquiry was inspired by integrating a psychological approach with a project control management matrix.

**Structure:** The questions addressed to the trainees are structured in four blocks, divided into Progress; Difficulties; Challenges overcome; Next steps. In each group, the coaches' questions are based on the business situation and progress and the psychological reactions of the trainee.

**Note:** The application of these questions/guidelines can be made in two ways: i) by giving the questions to the trainee and asking him/her to think about them, and then applying them in a meeting orally; ii) to apply the questions/guidelines only in the meeting.

#### Progress

- Do you think you have achieved your objectives?
- Which were the actions you consider were well succeeded?
- Which are the actions you consider to need more attention and dedication?
- What did you do to make things go well?

#### Difficulties

- Did you find specific difficulties?
- Were these difficulties an obstacle to achieving your aims?
- Do you feel any kind of discrimination (gender, age, etc.)?
- Were financial and/or bureaucratic issues an obstacle?

#### Challenges overcome

- Do you consider you were able to overcome the challenges you faced in this phase?
- There were some challenges you could not overcome?
  - Why do you think you will be able/unable to achieve it?
  - Do you consider yourself capable of achieving what you set out to do?
  - What skills, abilities or aptitudes do you think you have to be successful in overcoming challenges?

## Next Steps

- Until now, have you stopped to assess how your objective is heading and the steps achieved?
- Do you think you can keep taking steps towards your goal?
- What do you think are the next steps to take?
- Do you feel strong and eager to continue striving and continue achieving your goals?
- Do you believe in your ability to do it?

**Optionally, the coach can apply the last question:** I see that you are internalizing this process a lot, what does it contribute to your worth as a person?

The coach should take notes of the most relevant aspects of each group of questions and orientate the trainee in the best way to apply her/his skills to better succeed in their business, using the established guidelines (see guidelines document).

# COACHING PLAN



## Tutor

Name	
Institution	

## Schedule of coaching/Dates

1 <sup>st</sup> Session	
2 <sup>nd</sup> session	

## Entrepreneur

Name	
Age	
Gender	
Area of business	
How many years as entrepreneur?	
With employees?	

## ADDITIONAL NOTES (EG. CONTEXT OF THE TRAINING; MAIN OBJECTIVE WITH THIS TRAINING) [OPTIONAL]

## 1<sup>st</sup> COACHING SESSION NOTES

Progress	Difficulties	Challenges overcome	Next Steps

Summary of session

## 2<sup>nd</sup> COACHING SESSION NOTES (evolution since last session)

Progress	Difficulties	Challenges overcome	Next Steps

Summary of session