

Coaching with Passion

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Abstract: *Passion is a keyword of my coaching profession and also the key word of my study. My coaching experience has evolved around this term. My research started from exploring and investigating the meaning of the term “passion” in the view of successful coach as the first research objective. The second research objective was to develop a model for coaching with passion and the last research objective was to explore the effectiveness of the developed coaching with passion model. The researcher applied pragmatism paradigm as the philosophical guideline to the study. The phenomenological strategy integrated with the Five-Phase T&D process was used. The researcher collected the qualitative data to find the meaning of “passion” by interviewing 5 notable coaches in Thailand then developed a coaching model that was embodied with passion which is called Coaching with passion through a five-phase T&D process. The model development was achieved through the ongoing field-coaching practice with 5 coachees. The researcher has applied various aspects of coaching integrating with the concept of passion in order to develop a prototype model. The prototype was put into the practice and was repeatedly revised; finally the model of coaching with passion was confirmed. The final part of the research was to assure the effectiveness of the model. The research results were as follows:*

1. The “passion” meant to do something with a strong desire, love and happiness. Other definition was that “passion” is fear that drives a person to do thing. It started at the beginning stage of thought and continuing to other steps until achieves a success. Moreover, it was a willing to develop the outcome for a better in the future with more creativity. The result of doing thing that could support other people to establish a feeling of happiness.

2. The coaching with passion approach consisted of four components which work interactively together, they were: 1) current: the coach must find the current aspect of a person. 2) Outcome: the coach must initiate a person’s dream and ways to achieve it.

3) Motivation: the coach must stimulate, motivate and induce the energy of the person, and 4) Energy: the coach must create alternatives, inspiration and energy to achieve the set goal.

3. The coaching with passion effectiveness after the implementation was that the model could generate different desirable characteristics of the coachees namely: self-knowledge, self-confidence, courage to design his/her own life, happiness, decision making, self-caring, being patient, discovering new chance, power and creativity, and being a giver.

The researcher has suggested that coaching with passion of the “COME model” can be used by many different professions in order to help individuals to be successful in what they have failed before.

Keywords: Coaching, Passion, Coaching with Passion, Coaching Model, COME Model, Coaching with Passion with the COME Model

Introduction

Coaching is one of the training approaches that have been practicing in most business for training key persons to perform their jobs to the maximum competence. It is important for the coach to do all everything to maximize the coaching outcome. Willingness and passion is the psychological factor that will motivate people to work.

The researcher, as a professional trainer, specifically coaching believed that coaching with willingness and passion will result in the success of coach find some theories or researches, there for the researcher has intended to develop a new approach for coaching to support strong belief extracting the full potential of all who will be trained with the developed “Model”. This

leads to the need to develop and implement a training model called “Coaching with Passion” attendants’ competencies to the quality of service provided by airlines and eventual satisfaction of customers.

Coaching with passion focused on “Passion” and “Performance” in mind of people however it is interesting in Vroom’s expectancy theory assumes that behavior results from conscious choices among alternatives whose purpose it is to maximize pleasure and to minimize pain. Vroom realized that an employee’s performance is based on individual factors such as personality, skills, knowledge, experience and abilities.

Purpose of the Study

The researcher proposed three research objectives, there were: 1) to investigate the meaning of passion in the view of successful coach, 2) to develop a passion coaching approach and its activities, and 3) to evaluate the effectiveness of the passion coaching approach.

Research Questions

To guide the investigation, the following research questions were postulated: 1) How would the term “Passion” be described in the view of successful coach? 2) What are the approach and activities of the passion coaching? 3) How effective is the developed passion coaching approach?

Significance of the Study

This study entitled “Coaching with Passion” could contribute direct and indirectly to the field of Human Resource Development (HRD). The direct contributions is that the new coaching approach was developed, adding the body of knowledge in the field of HRD. The indirect significance was that parent, teacher or counselor can use the developed approach in nurturing their children.

Literature Review

Coaching could be seen as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. (Spencer & Spencer, 1993, p.5). To be a coach a person needs to have certain ability that is called competency, the competency consists of different abilities such as knowledge, self-concept, attitude, believe, skill, and traits (Lucia, & Lepsinger, 1999). There are many definitions for coaching such as the term ‘coach’ is most typically used in a sports context. In this context it refers to an individual who is hired to encourage individuals or teams to improve their performance.

Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. (Coaching Definition Ref. ICF International Coach Federation)

A number of different coaching definitions have been proposed. For instance, Grant (2001) defined coaching as a solution-focused, result-oriented systematic process in which the coach facilitates the enhancement of work performance and the self-directed learning and personal growth of the coachee. In addition, Parsloe (1999) introduced that to be a successful coach requires knowledge and understanding of process as well as the variety of styles, skills and techniques that are appropriate to the context in which the coaching takes place. The

effectiveness of a coach is usually measurable in the short or medium term by these concrete results - improved times, more wins, fewer losses and so on. (Lawson, 2009).

Neuro Leadership Group defined coaching as, "Facilitating positive change by improving thinking." The coach's role is to facilitate or to "enable." The focus is on a certain type of change – positive-focused change, as opposed to deficit-focused change. This definition allows for the idea of understanding the brain in order to improve one's own and other people's thinking. The role of the coach is to help people think better, not to tell them what to do. (Rock & Ringleb, 2013).

Coaching is a useful way of developing people's skills and abilities and of boosting performance. It can also deal with issues and challenges before they become major problems.

Research Design and Strategy

This research is a qualitative study using the pragmatism paradigm as the philosophical guideline to the study. The phenomenological strategy integrated with the Five-Phase T&D process was used. The researcher started with semi structured interview with five Thai successful coaches in order to answer the research question "The meaning of passion". Then, using the Five-Phase of Training and Development: Analysis, Design, Development, Implementation and Evaluation to answer the research question number two and three.

The Setting

The setting of this qualitative method was done at the researcher's office for developing the coaching with passion approach. The participants for this phase were 5 Thai coaches and 8 coachees. The Thai coaches were the same participants previously provided the data on the meaning of "passion". The coachees were those who volunteer to participate in the coaching research.

Data collection

The semi-structured interview concerning two aspects, the needs for passion of the coachees in coaching, the need for "passion" of the coach, and the contents analysis was used for data analysis. The designing of the passion coaching activities and the coaching process started from the first phase, the analysis. The researcher analyzed the elements that related to passion coaching those included topics in the Psychological field. The researcher then designed the workable coaching with passion approach; the researcher has developed the prototype coaching with passion approach by putting in the method and materials needed for the approach. At this stage the researcher has tried out and did the revision continuously until it was a working model. After having a prototype model of the Passion Coaching, the researcher developed more details on the elements, process and activities of the prototype model. This development phase included: identifying the contents, the media, the activities, the evaluation and finally the coaching plan. After that to develop coaching activities, coaching process, coaching materials and media, and evaluation, the researcher try out and revise them until they are most satisfied. The final revised version was done for the field implementation.

Ethical consideration and trustworthiness

The researcher has considered the ethical issues in conducting the study as follow: 1) asking permission before interview and video recording during the coaching activities, 2) promising to keep confidential story between coach and coachee.

To assure the trustworthiness of this study, the researcher has done the followings; preparing video recording for all activities by lecture, the researcher has recorded all the coaching activities and process during the development of coaching with passion in order to capture all the data to be analyzed.

Research Results

The data were analysed and concluded as follows:

1. The Meaning of Passion

The data analysis from the interview suggested that “passion” meant to do something with a strong desire, love and happiness. Other definition was that “passion” is fear that drives a person to do thing. It started at the beginning stage of thought and continuing to other steps until achieves a success. Moreover, it was a willing to develop the outcome for a better in the future with more creativity. The result of doing could support other people to establish a feeling of happiness. It could be illustrated as the equation below:

$$\text{Positive Passion} = \text{Thinking} + \text{Action} + \text{Happiness}$$

Passion is a power of willing to do something with love and its result is happiness. It is exciting and enjoying energy to drive for a better future.

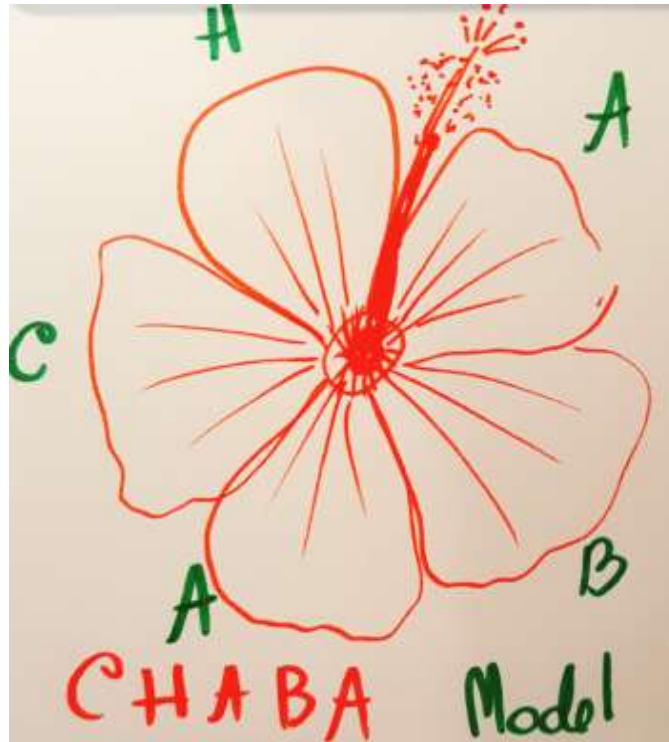
2. The COME Model

The COME model is the result of the development for coaching with passion. It is always believed that understanding today’s life is necessary. Current questions are important for coacher to know how to help their coachees along the way, and to encourage coachees to grow and move in the path of goals with confidence and energy. Therefore, the design of the COME Model, one of the coaching activities to support coaches is to begin at the current position which is the essence of the life’s journey.



Additional Findings

Despite the purpose of the study was to develop the model of coaching with passion while the researcher was experimenting with different approaches of coaching process those fit the best with the developing “Coaching with Passion”, the researcher has also found other valuable approaches for the coaching with passion, the CHABA model and the G Coach Me model.



The CHABA Model

The CHABA model was developed during the design and development of the Coaching with Passion. The CHABA Model was utilized during the process of coaching. It was the mechanism that helped coaching flow during the interactive conversation. It created the room of energy, helping balancing the thinking between the coach and the coachees. It created the trust and worthiness and supporting the growth development of the coachee. The five anchoring letters stand for:

- C = Coach
- H = Habit + Happiness
- A = Attitude
- B = Balance
- A = Action

Coach referred to the preparation of the readiness of both the coach and the coachee. It was the preparation prior to the coaching. The preparation covered adjusting the thinking, the feeling, the trust and worthiness, the physical comfort between the coach and the coachee through the deep inhale and deep releasing of the air breath. This practice helped energizing the interactive conversation this helped create the habit of sharing the feeling as well as happiness. The coach needed to build the right attitude of the coachee that thing could be changed if the

person is willing to change. The coach needed to balance his or her action when interact with the coachee not to be forcing not to be too losing that would lead to dissatisfaction. The action was the final part of the coaching process that the coachee needed to act in some way during the course of the coaching. The action is important to the coaching process, the action is the behavior that the coachee exhibited. Conversation alone with- out action seemed to be passive and tended to be negative to the change. These were the prerequisite to the coaching. They were the requirements for the coaching. Followings are the process of the preparation under the “coach”: Prepare - Belief - Breath - Build.

The G COACH ME Model

The CHABA Model was about the process of coaching activities during the coaching with Passion, however the researcher has designed and utilized the G Coach ME Model for the general steps of coaching. The G Coach ME steps were as follows:



The G COACH ME Model

G = Goal: referred to creating a goal. The coach need to enable the coachee to think about what they want by describing the goals or dreams they want to achieve in life.

C = Current is what the coachee telling about their current situations such as the things they are doing, other obstacles, or needing help.

O = Outcome refers to the imagination of the future success. It is the thinking about how the coachees feel when they have achieved a goal.

A = Attitude: it is the attitude of the coaches, the attitude towards themselves, people, the situations, and the world.

C = Compass: a plan or a direction to keep going on in order to reach a desired goal.

H = Habit: a habit that supports the goal of success. It could be a conceptual framework that supports the achievement of the intended purpose.

M = Motivate refers to the impulse to help coachees receive an inner energy in order to achieve the results as planned. It also creates power to face problems that might be challenging along the way. It could reduce stress and worry at the same time, it increases strength and strong belief. It helps coaches to go through many different scenarios and being more creative, motivate, or self-promotion. It could be a good supporter for coaches.

E = Energy is the power of life. It is a strong power of the mind which could overcome any problems or obstacles. It is a powerful energy that control emotions and feelings.

Discussion

The study found that passion has the power to drive a human life to face problem with strong patient. Passion gives a high level power of happiness in order to do things with love and enjoyment even though its result could not be found. However, a touched of happiness happened at the beginning of thinking, it might be the small success that we possible achieve in the future. Unfortunately, this research has found that some people know their passions but some people still cannot find out and did not know how to find out what are the real passions of their life.

The Definition of Passion

The term “passion” was seen differently in the view of the successful coaches in Thailand, those varieties are as follows

Meaning1: Passion is like a desire or strongly desire in what the person wants to do and do it with love with a fascinating feeling. Love to do it and not feeling it is a working but it is enjoying it is done without thinking. The person feels happy while doing it and does it without any expectations. The passion in this meaning is supported by Vallerand, (2008) that stated that people engage in various activities throughout their life in hope of satisfying their basic psychological needs such as a desire to feel a sense of personal initiative, a competence: a desire to interact effectively with the environment, or relatedness, a desire to feel connected to significant others.

Meaning 2: Passion is the desire and fear enough to drive the person to go ahead or move back or move left or right side depend on the direction of each person. It is both push and pull to make the person get out of the standing point. If the person has a push but no desire it means the person does not want to do it. In the same time it is like a fear, less push means less fear. From this definition it implies that the person does thing because of fear. The fear can be changed in to power. This second meaning seems to deviate from the first meaning in the sense that the passion dose not to be a positive feeling such as love or fascination but the negative side like fear could also count as a passion as well. This finding is supported by the meaning of the passion in general that refers passion to a strong emotion, usually related to love or anger. (Vocabulary.com, 2017).

The Effectiveness of the COME Model

The study result of Coaching with Passion related to a Brain-based Coaching concept of David Rock and The Four Faces of Insight. (MARC JUNG-BEEMAN ET AL, 2004). Passion and Insight are close however it shared some differences. The similar was passion and insight help to find a path and create the power to drive and move forward. The difference was passion could be found at the first stage of coaching and might be found after at the end of coaching while insight could be found during and at the end of a coach after reviewing and analyzing steps. The COME model has helped the coachee to be:

1. Self-knowledge developer and self-confident development because the Model encompassed the activities that help coachees know themselves; what were their values and believes. They believed in what they were doing or thinking. This is supported by The Eureka of Coaching – Principle of Life Coaching Version 5, Thailand Coaching Academy by Jimi The Coach, Results Coaching System Powered by the Neuro Leadership Group and Coaching for Transformation by Martha Lasley, Virginia Kellogg, Richard Michaels, Sharon Brown

2. Enabling the courage to design because the COME Model could help coachees to design their own life and dare to do in what they used to be afraid of or frustrated with. The notion is supported by This is supported by Thailand Coaching Academy in Life Coaching Practitioner Course, Practitioner of Neuro-Linguistic Programming by Jimi The Coach (Thailand Coaching Academy by Jimi The Coach, 2015), Results Coaching System Powered by the Neuro Leadership Group (Rock & Ringleb, 2013), Coaching for Transformation by Lasley, Kellogg, Michaels, and Brown (2011) and The Right-Brain Business Plan by Lee (2011).

3. Induce happiness, the COME Model helped coachees to think and induced happiness at the beginning of their thoughts. They are happy during their thinking, doing and achieving. Moreover it helped people to overcome the obstacles and being patient as well. This finding is supported by The Eureka of Coaching – Principle of Life Coaching Version 5, Thailand Coaching Academy by Jimi the Coach, Designing and Facilitating Workshops with the LEGO, The Right-Brain Business Plan Book by Jennifer Lee, (2011) The Right-Brain Business Plan. Canada: Library of Congress Cataloging-in-Publication Data.

4. Help making decision; take care of them-selves

COME Model could help coachees to make their own decision to choose their own life because they understand what they want to have or to be. A freedom to decide encouraged a power of confident. Using COME Model helps the persons understand them-selves. This finding is supported by Life Coaching Practitioner Course, Practitioner of Neuro-Linguistic Programming by Jimi The Coach, Thailand Coaching Academy by Jimi The Coach, Life Coaching Master Practitioner Course, on the 11th July 2015 Thailand Coaching Academy by Jimi The Coach, Practitioner of Neuro-Linguistic Programming Course, on the 13th November 2015, Results Coaching System Powered by the Neuro Leadership Group David Rock, Neuro Leadership Group, Results Associate Certificate of Coaching Workshop, June 2013 and Designing and Facilitating Workshops with the LEGO.

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