



# Coaching for professionals

Working in a company requires relating yourself to: the company goals and values, your tasks and responsibilities, the strengths and quirks of your teammates and your own personal goals. This may lead to certain challenges. How can you contribute the most? How do you stay motivated and energised? And how do you find a healthy work-life balance? Coaching may help you answer these questions.

## What is coaching?

In essence, a coach functions as a mirror, to help see what is hard to see by yourself. We tend to take our talents for granted and we don't often take time to step back and reflect. Having dedicated time and someone that asks the right questions helps to gain greater self-awareness.

For example starting from the talents, insights are gained in friction and pitfalls. Being strong in creating ideas, might bring along the challenge of actually getting things done. Or a talent for taking responsibility can lead to working too hard or never saying no. Increasing consciousness in these areas helps to break patterns and optimally use your talents without stepping in their pitfalls.

## When could coaching be interesting for you?

You will probably gain the most from coaching if:

- You are open and curious to learn and develop;
- You would like to (further) improve certain qualities or strengths and/or
- You would like to deal better with pitfalls or points of friction that bother you.

Examples of coaching questions are:

- I work with two teams, each with their own interests. How do I deal with these two forces pulling at me and how do I guard my boundaries?
- How can I speak up more, share my points of view and communicate them clearly?
- How can I support the people in my team to take responsibility and work well together?
- How do I find a balance in working with clients between presenting myself as an expert and adapting to their needs, so that we work well together and they take me seriously?

## About Anneke

As a coach I focus mainly on performance and personal effectiveness, which to me is about making conscious choices and taking responsibility for your own needs and growth process, so that you can optimally contribute to your environment and the organisation you work. I work as in-company coach exclusively for startups, because I experience employees as ambitious, eager to learn and open. Three ingredients that create an enormous growth potential, in which coaching can have a valuable impact.



## Employee experiences

Some feedback I received from startup employees:

“The coaching for me is a safe space where I feel comfortable sharing my issues. It makes me feel more self assured and everything we talked about has led to a positive action for me.”

“It's one of my favourite parts of the week, because I am left feeling energised and often feel like I have the weight lifted off my shoulders”

“The sessions are a conversation and not a lecture, that's great. I feel that the focus is on what I can do.”