

C-MAPS in Action

Coaching MAPS Case Study: Vladimir Vladimirov Manager

Introduction:

Vladimir is a manager and an owner of a small company called V. H. Consulting Ltd. He is involved in managing the company's production and marketing activities.

VHC operations focuses on agriculture. It manufactures a range of important tools securing the storage and right conditioning of the grain: grain aeration spears, grain stirrers, aeration systems, grain sampling spears, and fumigation tools. VHC is a dealer of respected international brands in the industry.

Goods and services are offered by **Ilineli Ltd.** The company has three permanent employees with expert skills and employs additional people when the harvesting periods begin.

Summary:

This case study showcases how the manager uses coaching to provide leadership to company employees and the coaching benefits.

"The company is constantly developing and introducing new products in the grain storing and grain handling sector. For the new product development, I rely mainly on the feedback of our clients as well as on the technical staff with responsibilities for machine processing and maintenance. As an employer I try to apply a coaching style with the employees instead of the traditional manager's behaviour. C-MAP taught me how to be a better coach and to succeed together with the team."

Vladimir Vladimirov, Manager

www.ilineli.com



Personal Benefits of Coaching

The team members' personal benefits of coaching are wide-ranging in the company. Coaching impacted team members careers, helping them to become able to establish and act towards achievement of the goals, to become more self-reliant, to take greater responsibility and accountability for their actions and commitments; to contribute more effectively to the team and the company, to work easily and more productively with others, to increase their individual performance. etc.

For the manager(s), the personal benefits of coaching the team(s) and the company refer to increasing managers' ability to identify and develop high potential employees. Coaching helps them identify both organisational and individual strengths and development opportunities. It helps to motivate and empower individuals to excel, demonstrates organisational commitment to human resource development, and much more.

Company Benefits of the Coaching

“Leading people in my role as a manager, my aim is to gain the team members' commitment to company growth, which is embedded in a parallel commitment to grow the people in the organisation.”

“A management style that uses coaching helps to transform the company culture with a clear benefit to the organisation: it becomes more adaptive, it makes the most of people's collective intelligence and potential, and make them best equipped for the next challenges.”



Coaching MAPs is a project funded by the Erasmus+ programme. The project set out to develop and test a new coaching model called Coaching MAPS. In addition to a set of pre-prepared C-MAPs, there is a handbook and a training course all of which are available in English, Bulgarian, Italian, Dutch and Portuguese.

**For further information
visit:**

www.coachingmaps.eu



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