

C-MAPs in Action

A photograph showing a business meeting. A man in a light blue shirt and tie is pointing at a document with a pen. Another person's hands are visible, holding a pen and looking at the document. The document features various charts, including a bar chart and a pie chart. A laptop is open on the table.

Coaching MAPS Case Study: Ralica Zhekova, RAPIV Director

Introduction:

Ralica works as the director of the Regional Agency for Entrepreneurship and Innovations - Varna (RAPIV), which is a non-governmental, non-for-profit organisation established in 2002. Its aim is to stimulate regional economy through the development of entrepreneurship and innovations.

Ralica leads a small team of experts, working with a much larger group of active stakeholders. Recently, they are involved in EU funded projects with a focus on the research and specific issues affecting women entrepreneurs and innovations. It is important that RAPIV team of experts take responsibility for the topic they work on.

Summary:

This case study explains how coaching can help when setting up a new project, where external stakeholders play an important role for solving a common community problem. A coaching approach can help to improving dialogue and people's initiative, leading to joint actions and successful projects..

“As director of RAPIV, my role is to clarify and confirm the stakeholders’ commitment to the actions they have identified and agreed to do, making sure they are essential for the development of our community. C-MAP planning and approaches help us to overcome problems that are not within the single organisation capability.”



Hearing the people's voice

"We are not trying to interfere or judge but to use a coaching style when working with the external stakeholders and to provide feedback on their various proposals or solutions.

We try to hear the opinions of the different groups of stakeholders, to find a problem's answer from different point of view as well as to see the effectiveness and impact of the final solution for all people. This gives us all a sense of ownership of the solution and further motivation towards joint actions to achieve it," says Ralica.

"Working for the benefit of the community, especially for the greening of economy in the recent years, we are trying to encourage female entrepreneurs towards development of environmentally friendly businesses and practices. This can be a challenging but rewarding activity. It needs more assessment and planning skills and new knowledge. The C-MAP model is a perfect tool that gives us much more to deal with these challenges together."

A coaching organisation style

"I am trying to lead people and to build an effective team, hearing the voices of all members. Setting up the team objectives together in compliance with the business & project objectives and community identified needs, helps me to raise the people motivation and to elicit high performance from the individual experts.

The C-MAP course helped me to learn how to organise and manage unlocking the person's potential to maximise their own performance."



Ralica works closely with her team of experts and relies on their expertise in the field of start-ups & entrepreneurship, women empowering, innovation, green economy... She asks for feedback from her colleagues before taking the final decision as a manager.

Coaching MAPs 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



Disclaimer: This project has been funded with support from the European Commission. This document reflects the views only of the author and the Commission cannot be held responsible for any use which might be made of the information contained herein.