

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 a bar chart and a pie chart. A laptop is open on the table.

Coaching MAPS Case Study: Erna van der Werff, Founder and Director

Introduction:

Erna initiates and manages European funded projects for the educational sector in the Friesland region of the Netherlands. She also supports educational organisations with internationalisation, coaching and supporting teaching staff, policy staff and management.

Erna works for and founded Learning Hub Friesland, a non-profit organisation in the north of The Netherlands which supports the educational sector with internationalisation and European cooperation. Find more information on Learning Hub Friesland [here](#).

Summary:

This case study explains how coaching can be an important part of culture change within organisations, especially when the changes need to be felt and understood across a large organisation. It also shows how a coherent coaching framework can help an external operator, invited into an organisation to support a process like internationalisation, build trust.

“When working with teachers, policymakers and other professionals on a topic which feels slightly abstract but needs to be properly integrated into daily activities a coaching approach really helps. By allowing the people you’re supporting to take control of their own learning process. and build up gradually.”



Bringing structure into existing ways of working

By taking part in the C-MAP training, Erna realised that she was already using a coaching approach without consciously engaging with what this might mean. Seeing the full C-MAP methodology, in particular the GROW model, allowed Erna to approach her support role in the educational institutions she works within with more structure:

“I’ve always been someone who works in quite an open, dialogue-based way – I think this may be a very Dutch way of working! But sometimes this can lack structure, which can be intimidating for the person you’re trying to support. By following a clear methodology like GROW, you make people feel more at ease. The C-MAP template is a really helpful tool to put this on paper and keep track of the various coachees you’re working with at any one point in time.”

The coaching model also allows Erna to put the ball in the learner’s court and empower them to take control of their own development.

More sustainable change through shared ownership

“By working with a coaching model and actually discussing how the learning and personal development will work with the person you’re supporting before diving into the ‘content’ of whatever you’re tackling, you can create a sense of shared ownership of their development. So far I really think that this way of working leads to more sustainable change in how someone approaches their work.”

In conclusion, Erna says not to be afraid of the word coaching: *“I think many people work in a coaching way without actually realising it, like me. Don’t be afraid to call what you’re doing coaching – it allows you and the person you’re supporting to understand the process better!”*

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



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