

# C-MAPs in Action



## Coaching MAPS Case Study: Frank Hiddink, Founder and Director

### Introduction:

**Frank initiates and manages European funded projects for the educational sector in the Friesland region of the Netherlands. He also supports the interns at his organisation, Learning Hub Friesland, many of whom have international backgrounds.**

Frank works for and co-founded a small non-profit organisation in the northern Netherlands, [Learning Hub Friesland](#). The organisation supports the educational sector in the region with internationalisation. As part of this educational mission, the organisation also works with interns from both VET and university levels, many of whom have an international background.

### Summary:

This case study explains how to use coaching techniques to work with interns and younger employees for whom personal and professional growth is just as important as their core work tasks. Particularly during a time when working from home has become the new normal to curb the spread of the Coronavirus.

*“It’s incredibly rewarding for us to work with young talent and gain new perspectives and input on our work. However, as education is one of our core missions as an organisation it’s important that we take our role as mentors to our interns seriously. That’s where coaching methodologies such as C-MAP can play a really important role.”*



## Supporting personal and professional growth

Frank is no stranger to coaching: in his spare time he is a mentor to a recent arrival to The Netherlands, helping him to settle into his new home. However, having a clear structure to support an intern is helpful as the mentor role is much more professional than personal.

*“I found the distinction made between coaching and mentoring very helpful – that coaching is very much focused on the professional sphere and the personal sphere is only relevant if it’s impacting performance on the work floor. This gave me a framework to take my mentoring experience and adapt it to the needs of our interns.”*

By approaching each internship as a coaching trajectory, loosely following the GROW methodology, Frank was able to create more structure at a period in time when his interns were working from home and informal personal interaction was more difficult.

## Massive Action Plans as an internship roadmap

*“By starting off the internship with an open discussion about goals and creating a structure for check-in moments as part of the Massive Action Plan, our interns felt much more in control of their own development. This was essential during a time when they had to really motivate themselves at home without the normal structures of an office routine around them.”*

Creating a coaching environment in this way also allows interns to focus on their personal and professional growth as an integral part of their work. *“By structuring the internship in this way, it made it really clear to our interns that we value their own development as much as the work they do. I think it made it easier to openly address issues and create an environment where asking questions and taking responsibility for your own performance is a core part of your role.”*

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](http://www.coachingmaps.eu)



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