


# C-MAPS in Action



## Coaching MAPS Case Study: Hester van der Werff, Civil Servant

### Introduction:

**Hester is an internationalisation officer for the municipality of Leeuwarden, the capital city of the Friesland region of the Netherlands. As part of this role, she supports colleagues from within the organisation with international projects and contacts, as well as external organisations in the municipality.**

Hester works with various departments of the municipality, and therefore falls outside of many of the well-established structures within departments. It is therefore essential to bring her own structured way of working wherever she goes, particularly in an organisation with over 1000 employees.

### Summary:

This case study explains how you can use coaching methodologies to structure parts of your work which are not necessarily formal coaching moments, but where a coaching approach can deliver results.

*“Internationalisation can feel like an added extra to many of my colleagues who work on something very specific, like water quality or social services. It’s therefore really important to find a way for them to take ownership of it and integrate it into their work. A coaching approach, even if it’s only used in a one-off meeting, can really help with this.”*



## The C-MAP model as a model agenda

*“I get called in when colleagues who are working on a project see an opportunity or a need to work internationally. This often means that I’m jumping into a moving train, so to speak, and it can be hard to give input in a way which really leads to actions. So, applying a structure like the GROW method can really help, especially in a simple format like the C-MAP model.”*

By establishing the goals of the team that Hester is called in to work with, taking a step back and looking at the reality of the current situation and then mapping the opportunities together, it’s easier to translate Hester’s knowledge and input into a Massive Action Plan for her colleagues to bring their project further. *“It’s a great way of structuring your meeting to ensure you have a real impact.”*

The same goes when working with external organisations who want to make the most of the municipality’s expertise and contacts to work internationally.

## Real impact in a short space of time

*“It’s incredible to see the value of something so simple as a coaching approach in how people work. As civil servants we’re often hired because of our specialist expertise rather than because we have a management background, so applying a simple tool like C-MAP can really help.”*

Hester is now exploring other ways to use her new coaching knowledge in her work and encourage others to do the same.

*“I think once people see something like this working in action they get on board. Many of my colleagues are very sceptical about new models and ways of working – they feel like they’ve seen it all before. And in reality they have! But by thinking through ways of working that you maybe already use in a more structured way, you can often achieve the same results much more quickly and efficiently.”*

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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