

C-MAPS in Action

Coaching MAPS Case Study: Gabe van der Zwaag, Project Manager

Introduction:

Gabe works for an organisation that supports businesses to improve or expand to new markets.

Gabe works for a business support specialist agency called BDF. BDF organises international trade missions, matchmaking and exchange events and support entrepreneurs with soft landing programmes to successfully enter foreign markets. BDF is a part of the two main European business support networks:

- [Enterprise Europe Network](#)
- [European Business Innovation Center Network](#).

Summary:

This case study shows how a Project Manager uses coaching as part of his job role. Gabe is one of three Project Managers in the company and is involved in creating and implementing European projects, such as Erasmus+ involving young people, enterprises, and schools.

“Last year I had an intern who needed coaching every now and then. To explore the situation, I had to enter into a structured conversation with her. I have done this with help of, among other things, the C-MAP model.”



Coaching Models Work:

The C-MAP Model provides a framework

BDF always looks at what you can do and what you would like. This is how goals are set. We do this by having good conversations and maintaining close contact with each other.

Pre-eminently this model was very useful in my experience. I have used the C-MAP and the GROW model to get closer to my intern's request for help.

Like most businesses across Europe, the last year has required Gabe and his colleagues to be flexible and to adapt to remote working. The company has had to cancel business trips, postpone project pilot tests and to reschedule training and events. Many of the face-to-face activities were replaced using a digital solution.

Coaching provides a flexible and supportive framework enabling people to be and to feel supported. The C-MAP model provides a simple template to plan and deliver effective coaching to help people to solve problems and to get results.

Coaching Can Be Difficult!

Gabe said:

“The most difficult thing is to keep the focus on your coachee’s request for help. After a conversation with your coachee, this will be clear in your mind, but after a number of busy days it will quickly disappear. Therefore, keep in regular contact with each other!”



Coaching CMAPs 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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