

# C-MAPS in Action

## Coaching MAPS Case Study: Marta Muñoz, Consultant and Trainer

### Introduction:

**Marta helps companies and public bodies in tourism, environment, project management to innovate.**

Marta is employed by STP Consulting, a small business offering training and technical support to private companies, public bodies, schools, and NGOs with innovation.

STP is highly active in the development and implementation of educational and vocational training as well as in the implementation and promotion of EU projects connected with education, culture, and society.

### Summary:

Marta and her team regularly use coaching methodologies with Entrepreneurs and Managers and Human Research departments to improve their skills and competences, but CMAP was new to her.

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Marta Muñoz, Consultant and Trainer

## Time for Coaching

### Coaching helps communication and team working.

Marta believes one of the main challenges with coaching is finding time to do it. Life in most businesses is busy and the Coronavirus pandemic has made things even more challenging. Marta and her team have lots of priority tasks and deadlines for preparing training courses, so they often get together at weekends. This allows the team to spend time together and combine coaching with some leisure activities.

Taking part in the CMAP training has enabled Marta and her team to use the CMAP tool to improve their coaching process when coaching customers and teams.

CMAPs have helped to improve the way performance is now monitored and reviewed. They have also helped to facilitate motivational and behavioural changes. The tool has helped customers and team members to recognise that even negative feedback has value.

## Coaching Customers and Team Members

Coaching can work in many different situations. It can be used to up-skill existing employees or to help with the training of new team members.

Marta said:

*“This tool (CMAP) can be used to assess the strengths of my team members and customers, to support goal setting, and to ensure the coaching meets my customer’s needs and their outcomes, as well as clarifying their commitment going forward.”*



Marta Muñoz,  
Consultant and Trainer

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



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