

ecoachpro®
innovative people development

E-Coaching:

**Technology-enhanced coaching
for sustainable behaviour change**

**Macarena Vergara
25/02/2020**

Content

E-coaching – the *why* & the *what*

Being an E-coach – coaching competencies & beyond

E-Coaching is...

- ✓ A complete **online approach** to coaching
 - ✓ The natural way in which people **learn & develop**
 - ✓ Power of the **written word**
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- ❖ **Effective & efficient** coaching engagements
 - ❖ **Accessible to a larger audience**

An academically supported approach to coaching



PhD research project at the University of Tilburg,
The Netherlands:

<https://www.youtube.com/watch?v=er3aAKt4qzE>

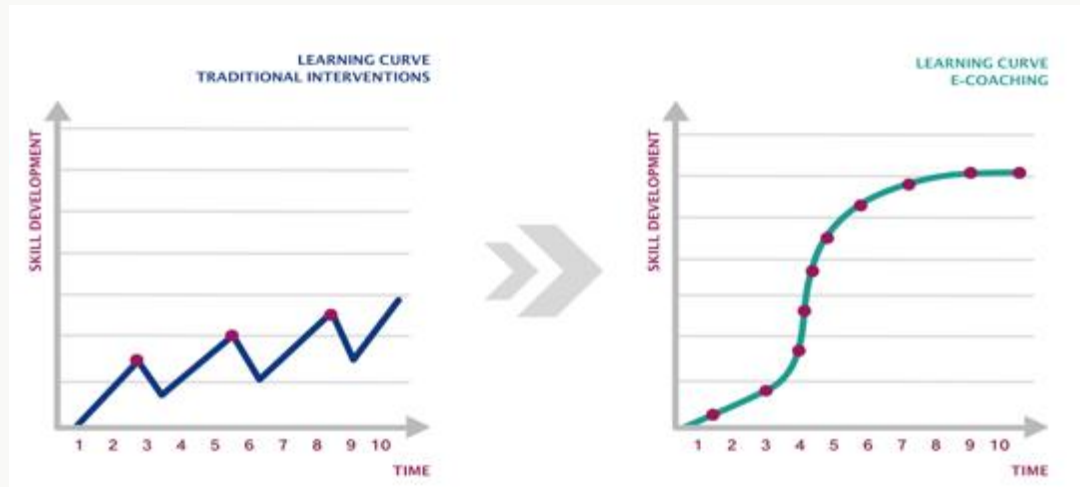
A complete framework

- ❑ **eCoachPro method - written coaching**
- ❑ GDPR-compliant coaching platform – **Pluform**
- ❑ **ABC – Accelerated Behaviour Change model**
- ❑ **Coaching Monitor**
- ❑ International **training** programme & **eCoach Register**
- ❑ **Accelerated behavioural change programmes: UNHCR, ILO, Royal BAM Group, ING, AEGON, Achold Delhaize, Euroports...**

Psychological research – the ‘why’

The development process should be:

1. ***Continuous & frequent*** - progressive learning curve
2. ***In the daily work context*** - not artificial training environment
3. ***Supported and motivated*** by a coach

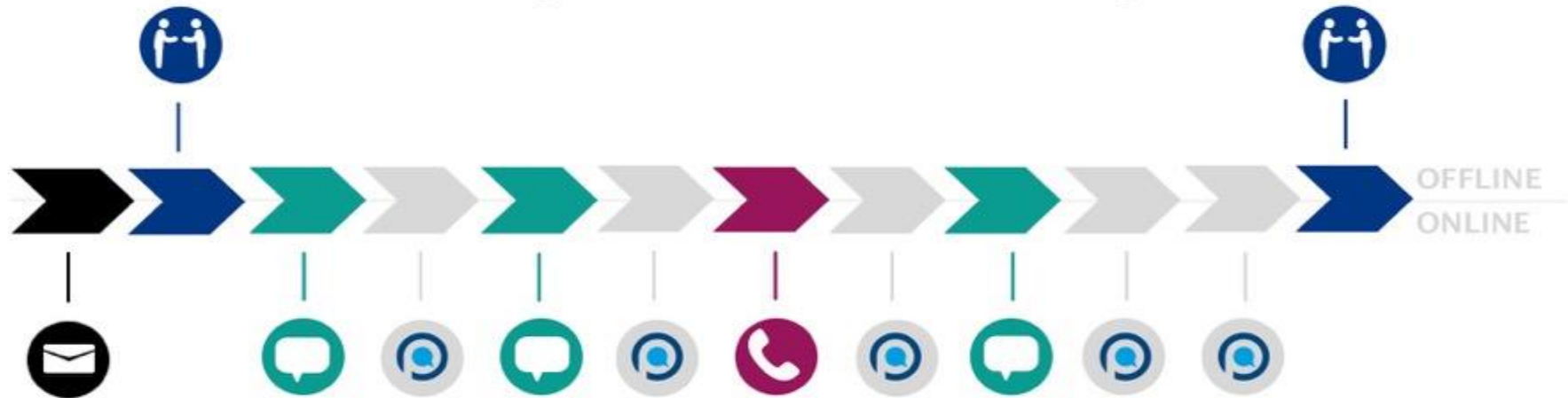


Faster, sustainable results

Intensive development journeys

A continuous blended coaching dialogue

Technology facilitates Embedded & Continuous Learning



Invitation via email



(Possible) face to face (intake) meeting



Asynchronous written messages, exercises or interventions in Pluform



Asynchronous written messages via SMS in Pluform (or via WhatsApp)



Synchronous (video) call in Pluform

Pluform



Kevin
20/01/2015

Hi Robert,

I had never expected to achieve so much in such a short time. I only truly realized how far I've come when I reviewed everything in order to write the summary. It occurred to me that it'd be a good idea to do this on a regular basis. I think it might be useful to arrange a couple more sessions with you in about six weeks' time. Would this be possible?

Have a great weekend!

Regards,
Kevin

Completed intervention: Insights

You are currently viewing Pluform as a demonstration user. Therefore some functions are not accessible.

Register for a free account: [Register](#)

Hi Kevin,

Congratulations on all of your achievements! You have shown an excellent ability to reflect on your actions and had the courage to try new things in real-life scenarios. I'm hugely impressed! And I'm clearly not the only one. The fact that your employees are more willing to come to your office is a great compliment that I'm sure you'd never have expected two months ago.

I think we can round off the coaching program now. You are committed to upholding the insights you have gained and you have a clear picture of what you want to do (make time for people, ask for clarity about the purpose of the conversation and continue to pay careful attention to what appears in your left-hand column).

I have set you a final assignment, which you can find below.

I am -as ever- curious about your findings!!

Regards,
Robert

Insights

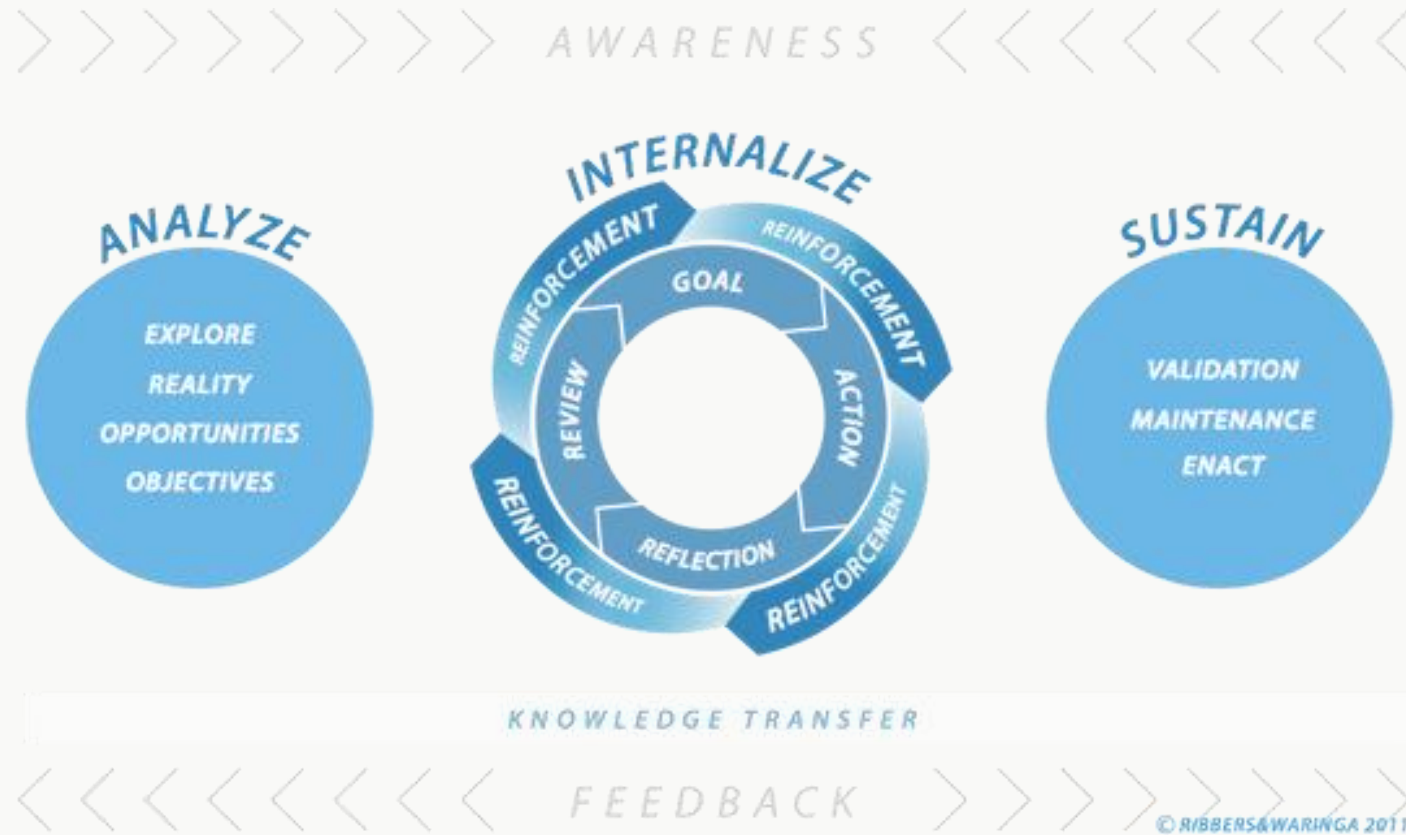
Robert
20/01/2015

You're logged in as
Robert Wright
[LOGOUT](#)

- ACTIVITIES
- INTERVENTIONS
- CLIENTS
- COACHES
- ORGANIZATION
- LIBRARY
- MANUAL

Have a look at the demo:
<http://www.pluform.com>

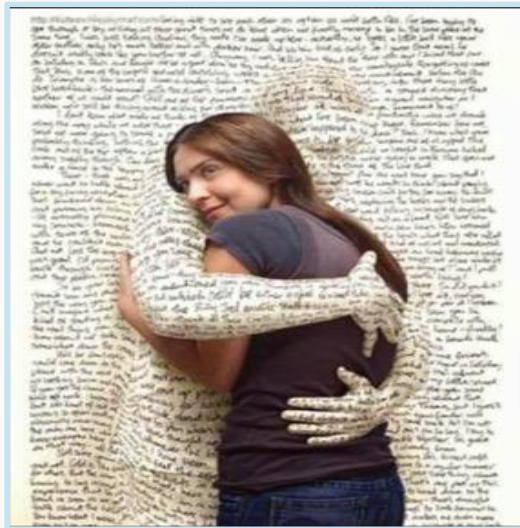
ABC - Accelerated Behavioural Change Model



Being an e-Coach

- ‘Curating’ the **relationship** – power of writing
- Coaching **presence** – in absence
- **Listening & writing** – language is strategic
- The ‘**bonsai**’ of e-coaching – pace, intensity & patience

Curating the relationship



- Building **relationship** with every word
- **Politeness** theory
- **Dialogue** is key

Cultivating presence

- **A-synchronicity**
- **Social anonymity**
- **Hyper-personal**



Listening & writing



- **Analysis of speech acts:** *asserting, directing, expressing, committing or declaring?*
- **Make decisions:** Common background, Admiration, Common understanding, We are in this together, Reciprocity, Fulfil your needs....
- **Check** for relevance, quantity, quality, clarity

The 'bonsai' of e-coaching



- **Time & space** to think
- **Dedication** to growth
- **Patience** with baby steps

THANK YOU!

