

## Career and Professional Development Coaching

### Instructions for coaches – CPDWL Coaching Program

Sunday 26 August 2018 11.45-13.30 Conference Hall 1/2

The focus of the coaching will be to help develop the individual's career and professional development and/or develop the individual's understanding of how involvement in the work of IFLA can help with the individual's career and professional development. The individual coaching could end up in a longer term mentoring relationship, if both parties are willing to continue.

Business coaching focuses on aligning organisational and individual goals to improve individual performance and to ensure that the organisation's mission is achieved.

#### *The session*

This will be a drop-in session where the participants can choose between different coaching areas offered at different tables. The tables will be marked with the name of the coach and the possible topics. The coaches cover a wide variety of coaching areas within the context of professional development.

#### *The Coaching*

The coaching activities will focus on one individual or a small group of individuals. Each coaching interaction will last around 15-30 minutes. The goals of these coaching interactions will be to:

- help develop the individual's career and professional development
- and/or
- develop the individual's understanding of how involvement in the work of IFLA can help with their career and professional development.

The individual coaching could end up in a long-term mentoring relationship, if both parties are willing to continue

#### *A need to be flexible*

This inaugural session at the WLIC in Kuala Lumpur is an open pilot, which means we actually have no idea how many colleagues might be interested in participating and might benefit from the coaching. It also means that as a coach, you will have to be very flexible and prepared to coach in different ways:

- If individual coaching or small group coaching is possible, please go ahead
- If there are too many participants at your table, you might have to change the method:
  - o You could start just with the description of coaching, the goal and the way to reach the goal
  - o You could ask for the reasons why they are participating and then focus on one specific topic, if it might be helpful for all the others
  - o You could also split the table into sub-groups and focus on one sub-group at a time. Aim to spend 15 minutes with one group and then continue with the next.

## About Coaching

Business coaching focuses on aligning organisational and individual goals to improve individual performance and to ensure that the organisation's mission is achieved.

*The process of business coaching follows a set of rules:*

- The role of a coach is that of a nonjudgmental, strategic business partner
- Establish a trusting relationship with the coachee. Believe in the potential of your coachee
- Be fully present, attentive, and spontaneous
- Use active listening
- Ask powerful open-ended questions
- Be a direct communicator
- Create and raise personal awareness.

*All coaching builds on open-ended questions*

There is a difference between open and closed questions. Open questions require reflection and more than a one-word answer, while closed questions can be answered by a yes or no. All coaching builds open questions.

Examples:

- What is your most important need in continuing professional development?
- How will this help the organisation you are working in?
- What do you believe you need to develop further?
- What do you plan to do after xxx?

Different methods to support in professional development with some mayor differences in the fields:

Development	Expertise	Conversation
<p><b>BUSINESS COACHING:</b> A coach concentrates on personal and professional success. How effective is the individual at achieving their goals and getting what they want out of life? Coaching is future-focused, aimed at identifying and understanding barriers and designing strategies and actions to eliminate those barriers and improve effectiveness. Knowledge resides with the individual being coached</p>	<p>I know how to help you identify and design learning strategies and actions that will work best for you.</p>	<p>“What have you tried? How has this worked? What else can you try?”</p>
<p><b>TRAINING:</b> A trainer provides a structured program based on personal knowledge. The focus is on the acquisition of specific knowledge or skills. The trainer has the knowledge</p>	<p>Here is what I know about this subject.</p>	<p>“Research and experience have shown this to be the best way.”</p>
<p><b>MENTORING:</b> A mentor provides knowledge, information, and advice based on his/her experience. The focus is on passing on guidance that helped the mentor be successful in a similar situation in the past. The experience resides with the mentor</p>	<p>My experience has been that you should do it this way.</p>	<p>“This is how I did it.”</p>
<p><b>CONSULTING:</b> A consultant gives expert advice. The focus is on acquiring a specific technical expertise. The consultant has the knowledge</p>	<p>I know how, and this is what you are paying me to tell you.</p>	<p>“This is how I did it.”</p>
<p><b>TRADITIONAL SUPERVISION:</b> A supervisor provides direction and guidance regarding the execution of specific duties. The focus is on understanding how to do the job a specific way. Knowledge resides with the supervisor</p>	<p>I know how, and this is what you must do.</p>	<p>“Do it this way.”</p>

## Description of the CPDWL Coaching Program

### **CPDWL - Career and Professional Development Coaching at WLIC 2018**

The purpose of the present work in the CPDWL (Continuing Professional Development and Workplace Learning) section is to develop a robust and varied selection of continuing professional development opportunities to better prepare IFLA and the global library workforce to support 21st century users.

During IFLA WLIC 2018 in Kuala Lumpur, CPDWL will add an important and powerful initiative to the continuing professional development offerings within IFLA by hosting a session with career and professional development coaching for the individual. The CPDWL standing committee invites all WLIC delegates to join this session, and would appreciate your help in promoting this coaching session widely. More information about the session at the end of this presentation.

#### **The Need for Coaching**

Societal trends, such as increased globalization, urbanization, and digitalization, are placing new demands on the library and information sector. To ensure that library staff and information professionals are prepared to adapt to these changes, it is imperative for associations and institutions to be 'learning organizations' and develop their staff by providing opportunities for continuing professional development and training in the workplace. The individual also needs to take responsibility for her or his own career planning and development. The IFLA Guidelines for Continuing Professional Development: Principles and Best Practices state: *"The individual library and information professional is primarily responsible for pursuing ongoing learning that constantly improves knowledge and skills."*

The CPDWL section has during the last years been working with interactive and collaborative methods in order to increase the professional development and competence sharing in the work of the section as well as of IFLA. During former CPDWL satellite conferences, career and professional development coaching has been part of the program. This has been very well received by the satellite delegates, and the CPDWL section now wants to expand the coaching efforts into the WLIC.

#### **What Does "Coaching" Mean?**

The word 'coach' comes from the English word bus. The bus helps people to move from one place to another. The coach helps the individual to move from where one is to where one needs to go and wants to be. The focus of the coaching session offered by CPDWL in the WLIC 2018 will be on the individual's career and professional development, and how to get engaged in IFLA. The coach will support the coached person to see ways and opportunities to move forward in his or her professional life; different areas will be covered depending on the need. The focus will be on supporting the individual to lead herself/himself and for the individual to identify areas in need of development.

#### **Drop In Coaching Session at WLIC: Career/Professional Development and Engaging in IFLA**

The set up will be a drop-in session where the participants can choose between different coaching areas. The CPDWL standing committee members and other persons involved in IFLA will perform the coaching and will offer a wide variety of coaching areas. The coaching will focus on one individual or a small group of individuals. Each coaching interaction will last approximately 15-30 minutes. The focus of these coaching sessions will be to help develop the individual's career and professional development and/or develop the individual's understanding of how involvement in the work of IFLA

can help with the individual's career and professional development. The individual coaching could end up in a longer term mentoring relationship, if both parties are willing to continue.

**Information about the coaching session**

- Sun 26/08/2018 11.45-13.30 Conference Hall 1/2
- More information on CPDWL: <https://www.ifla.org/cpdwl>
- Contact: Catharina Isberg, secretary CPDWL, [catharina.isberg@helsingborg.se](mailto:catharina.isberg@helsingborg.se)