

Coaching for Regeneration: Practitioner Workshops

Proposal

- Share coaching methodology with a mixed group of 10 -16 practitioners supporting them to test this approach in their own professional context.
- Structured learning review in which learning will be captured and shared by all partners.

We are seeking innovative regeneration practitioners to join our coaching workshops running in the East midlands in the next financial year. These workshops are delivered by **nef** (new economics foundation) in partnership with *emda* (East Midlands Development Agency) as part of the Local Alchemy programme.

Who is it for?

Regeneration practitioners and front line workers such as:

- Regeneration Officers
- Enterprise Development Officers
- Health practitioners
- Social workers
- Educationalists
- Business advisors
- Community development workers
- Housing association staff
- Community activists
- Voluntary sector agency staff
- Neighbourhood Renewal workers

Background

Regeneration policy has not delivered the desired change over the last 20 years. Its focus on infrastructure and inward investment has failed to recognise and harness the key resource in communities facing multiple deprivations – the passion and capability of the residents in these areas. Resources directed at these areas have in many cases led to a dependency on others to deliver change from outside of these communities.

Coaching as a methodology deals directly with the issue of dependency by developing a relationship between the practitioner and client in which the client's passion provides the energy and motivation to seek and make changes. It is the client's passion which enables the client to take responsibility for their actions and find solutions.

Coaching as a method of delivering business support to entrepreneurs in areas experiencing economic disadvantage was introduced into the UK by **nef** and the Civic Trust in 2001 as part of their successful BizFizz and Local Alchemy programmes.

We have piloted three full workshops in the East Midlands and are now seeking to share this approach with a broad range of innovative partner practitioners working in the front line within communities facing multiple deprivations across the East Midlands.

Clients often experience many interventions from different institutions using varying and sometimes conflicting approaches. As an example, one of our clients explored with us her ideas around an enterprise she was passionate about. Through a coaching process the client explored her business idea, learned technical skills, more about herself and how she can use her own passion for motivation. However back in her community she is subject to a number of interventions revolving around her family circumstances: as a drug user currently on a methadone programme, with responsibility for three children, living on benefits in council accommodation. Multiple agencies impact on the life of this client, with conflicting messages as to the competency of the client to succeed, and who has control over her, and is responsible for her personal circumstances.

We believe that the coaching approach is a key to unleashing the potential for change based within communities through the development of a “can-do” attitude in clients, and in providing consistency in the client's experience of agency intervention. We also believe that if the many front-line agencies operating in communities facing multiple deprivations were to adopt this approach, it would provide a common and very effective method of developing can-do attitude. It would also provide a valuable additional resource in recognising and supporting enterprising behaviour through the approach to working with the client and referral to accessible enterprise coaching.

Purpose

- To share coaching methodology with 10 – 16 practitioners working in areas of multiple deprivation offering a new and different approach to working with residents.
- To use coaching methodology as a delivery method for making interventions with clients and so encourage a change in attitude

and approach from residents away from a tendency toward dependency and toward a more "can do" approach.

- To release the passion in these residents by coaching them to realise their own potential, and to begin to influence positive change in their community socially, economically and environmentally. One of our clients recently decided that the best way to do this was to stand for election in her local elections. She has now won herself a seat on the council and intends to use it to be an activist for the re-invention of her local community.
- To connect these residents to local resources (human and other) through the application of our networking methodology and help residents to realise a long held dream or aspiration; and co-create an environment where enterprising behaviour can develop into enterprise.
- To share through networking, successful approaches, experiences and knowledge with other practitioners.
- To add value to current Single Referral System and Person Centred Planning approaches helping to build a common approach and language to interventions and delivery amongst practitioners and clients.
- To offer an opportunity for practitioners to deepen understanding of their own communicating techniques, and how their own behaviour affects the behaviour of clients and other practitioners.

Method

- To share with participants the experience of coaching. The participants experience coaching using a range of media catering to all learning styles and creating an opportunity for learning.
- To offer participants opportunities to develop their coaching practice in a relaxed and non-threatening workshop environment.
- To provide the opportunity for participants to consider ways in which they may apply this methodology within their work.
- To consider networking and network development opportunities.
- The workshops will be run over five days (three-day 1st module, break for a month to reflect and practice then two-day final module). The workshop is residential as there tends to be a lot of discussion over meals, a need for time to reflect and a voluntary evening workshop.
- Participants will be offered one to one telephone coaching between modules.
- A structured learning review will involve all partners.

Expected Outcomes

- Practitioners are expected to find it a lot easier to manage their case-load.
- Clients will be more likely to take a lot more ownership for their own situations, with the practitioner helping them to understand how to remove the barriers facing them.
- Development practitioners are expected to find more residents willing to take ownership of projects under their own steam.
- Practitioners should find it easier to help develop sustainable projects and outcomes.
- The creation of networks based on problem solving and sharing of learning and client/practitioners support which will also contribute to the single referral mechanism.
- The creation of stronger institutional partnerships as coaching methodology steps round silo thinking and delivery.

Workshop Dates

Workshop dates can be arranged by contacting the national team.

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What participants and their colleagues have said:

“He says it is the best workshop he’s ever been on. This is a radical approach. He’s changed. He’s been trying it out with clients and finds it effective” – business advisor S’s boss (Senior Manager in an economic regeneration social enterprise)

“I want to use it with resident associations and bigger groups. My peers have told me my approach has completely changed - the way I work with clients and as a team member. A client has told me that I have changed and she really likes the way I’m now working. It’s very effective” – V (Housing Association Community Communications Manager)

"She struggles to keep quiet about it (applied coaching approach). We all find a noticeable difference when she uses it." V's team leader

"J has been growing in enthusiasm as she tries this approach with clients. I've asked her to do a presentation on the approach at our next team meeting and I have also booked on the next workshop" (Senior Regeneration Officer Borough Council)

"Thank you, I feel that I have shifted my behaviour over these three days – I really have moved" (Senior Manager of a County Council Regeneration Agency)

"I have been amazed at this workshop. I've not come across anything like this, I'm devouring the books that were recommended to me" (Secondary School Community Partnerships Officer and experienced trainer)

"I considered myself experienced both strategically and in the field but was stopped in my tracks at this workshop. This new approach has substantially improved my work in the field. The people I work with now become passionate about what they are doing and run under their own steam – there is light in their eyes. In ten years in the field I've not seen this type of positive response" C (Local Alchemy Coach after training and a year practicing the approach in the field)

*"C has helped to make my dream come true. I've started to believe in myself again" J
Client of C*