


Coaching for Professional & Personal Development

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& Val Schwartz





**The one thing people are never good at is
seeing themselves as others see them.
A coach really, really helps.”**

—Eric Schmidt, Former Google CEO

Coaching Staff



Brandon Barbour



Katherine Gilliland



Kathy Green



Val Schwartz



What is coaching?

“...partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”

—International Coach Federation (ICF)



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Establish priorities





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Develop your leadership abilities



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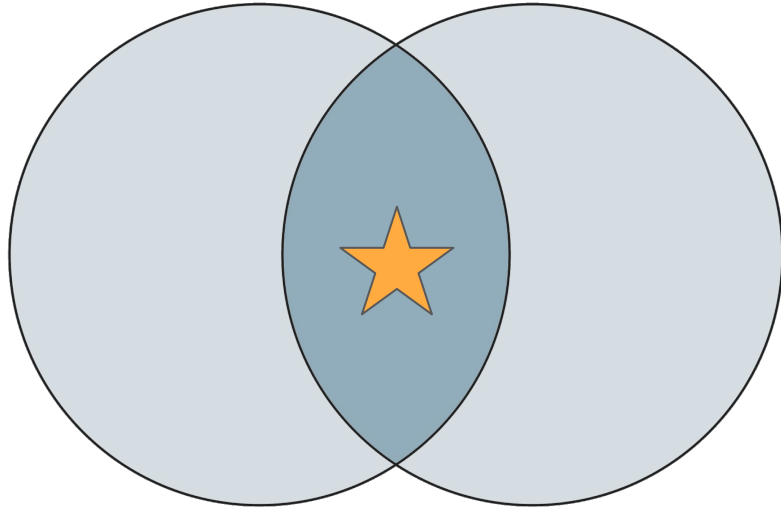
Move beyond self-imposed limitations

Develop your leadership abilities

Achieve your goals

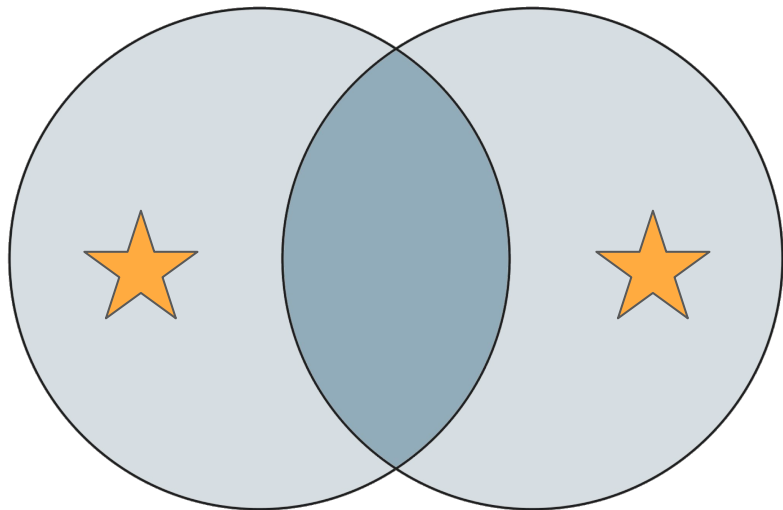


Counseling & Coaching: Similarities



- A supportive, professional relationship
- Ask expansive questions
- Require your effort to reach your goal

Counseling & Coaching: Differences



Counseling concentrates on your *internal* experience — improving mental or emotional issues that are affecting your quality of life. Confidentiality is a counselor's *legal* duty.

Coaching concentrates on your *external* goals — clarifying strengths, navigating barriers, and taking action. Confidentiality is a coach's *ethical* duty.

Choosing counseling vs. coaching



Toward healing and recovery

- Seeking relief from emotional distress
- Feeling hopeless or overwhelmed
- Old ways of coping don't work
- Need to work on your relationship with yourself

Toward self-actualization

- Stressed, but coping most of the time
- Feeling able *more often than not*
- Want to understand yourself in relation to your goals

Counseling

Coaching

Functioning



Who *could* benefit from counseling?

- Emotions that feel overwhelming or disproportionate (anger, anxiety, sadness, negativity)
- Life events (breakups, divorce, deaths, medical)
- Experience of racism and discrimination or bias
- Relationship / sexuality / gender identity concerns
- Trauma (sexual assault, assault, accidents, abuse)
- Diagnosed or undiagnosed mental health concerns
- Poor self esteem / negative self-talk



Who *should* see a counselor?

- Suicidal thoughts
- Disordered eating
- Thoughts of harming others
- Self-harm (cutting, burning, hitting)
- Very poor eating, sleeping, washing or isolation
- Falling significantly behind in course requirements
- Hearing or seeing things you suspect aren't real
- Concerned about another classmate



Get Help

How does it work?

NC State Counseling Center

counseling.dasa.ncsu.edu
919-515-2423

Campus Health Center

Embedded counselor


Part of NC State's
Counseling Center staff,
but housed here in the
IAA, to work exclusively
with MSA students

Make an appointment

Complete paperwork at
go.ncsu.edu/cou-intake

Resources

Counselors can make
referrals and connect you
with university resources
such as Legal Services,
Disability Resource Office,
etc.



For me, coaching helped me tune into the difference between identifying my passions and the path that makes me feel happy and fulfilled, as opposed to focusing on a lot of external messages about what I've been told success looks like. The ability to reflect on that in real time made a huge difference in the way I approached and internalized the job search process."

—Elaine Huspeni '22





Coaching sessions helped me get some of the feedback I already knew I needed to hear, along with feedback I did not know I needed. Both aspects were equally important.”

—Andrew Williams '14



In coaching I learned how to manage my own self doubt and mental health challenges. I built tools for working through my own fear and past trauma when working with others. Conflict was the most terrifying idea to me after a previous work trauma and my coach helped push me to tackle it head on. It gave me an example of positive conflict and built my own confidence for managing my anxiety.

– Ashley Avis '21



Student

- Has an agenda
- Pursues greater self-awareness
- Envisions success
- Assumes responsibility
- Considers multiple possibilities
- Uses big-picture thinking
- Takes action



Coach



- Listens
- Acts as a sounding board
- Makes observations
- Challenges blind spots
- Encourages shifts in thinking
- Champions opportunities
- Maintains confidentiality
- Adheres to a code of ethics



Coaching is a trust relationship

“I found the most valuable aspect of my coaching experience at the IAA was my coach's genuine understanding and non-judgmental approach, particularly considering that I am an international student. She made a sincere effort to comprehend my perspective and encouraged me to explore alternative viewpoints. This fostered an environment of openness, enabling me to comfortably discuss my concerns and challenges with her.”

—Karthick Krishna Balaji '23





Coaching is a supportive relationship

"One thing that I learned throughout the year that my coach brought to my attention was 'you can do hard things.' Now, each time I am faced with a challenging situation in life, whether it be moments before taking a certification exam, or having difficult conversations with people in my personal life, I always tell myself 'You can do hard things. You've done harder things in life.'"

—Anonymous by request, Class of 2022



Coaching is a collaborative relationship

“I believe coaching was beneficial mainly because it feels like you are arriving at solutions yourself. The coaches do a great job of helping you unpack your thoughts and why you might feel that way and help you arrive at a solution or process yourself. That is much more impactful than someone telling you what to do and allows the answer you arrive at (whether that solution is a process or shift in mentality) to stick with you.”

—Vasanth Ramdas '22





Coaching is a trust relationship

I worked with my coach throughout the year and developed a level of trust with her where I felt like I could talk to her about anything. With that, after receiving challenging or difficult feedback throughout the year, it was easy to be receptive as she helped me understand how my teammates were criticizing my performance. This, along with conversations with her just about how things were going, were very helpful and crucial to my success in the program

—Richard Baker, Class of 2022





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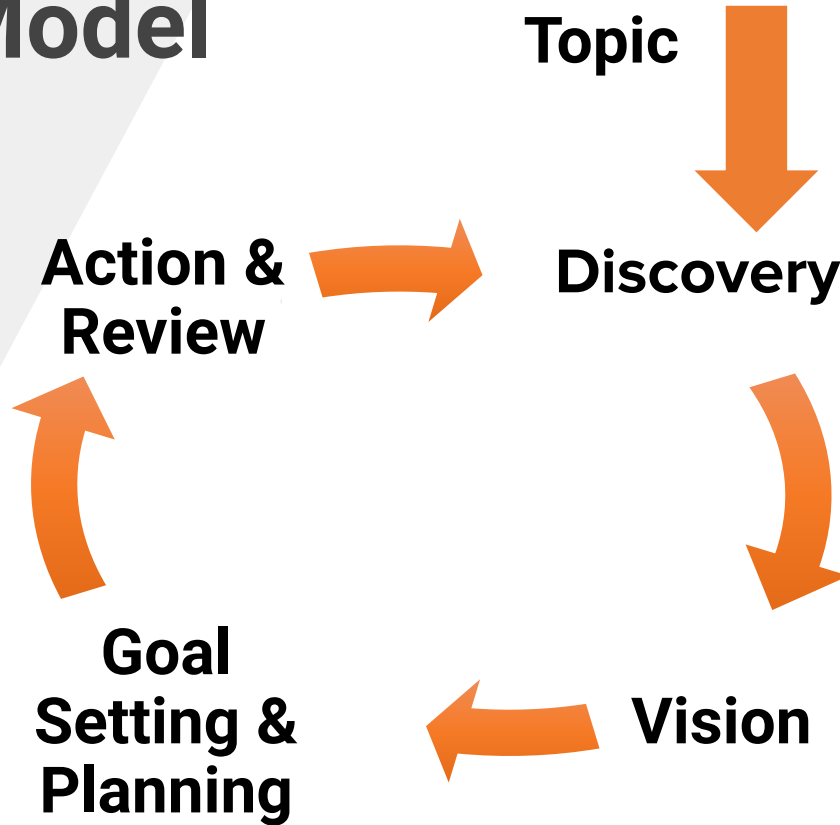
Coaching helped me reframe how I looked at the MSA program challenges. It is easy to lose perspective about your strengths, what is getting in your way and what changes feel doable. I learned how to engage in constructive self talk to unpack a situation and dig my way out of a hole that continues to work after the program.

—Laura Lancheros '20





Coaching Model





Coaching can be life-changing

"I still carry the increased self awareness, self assurance, and empathy I learned during coaching. Further, I feel equipped to think through situations and come to a good solution independently. And when I inevitably do not handle something as well as I wished, I am more able to reflect and learn from it. Coaching helped me move from being a perfectionist, one right answer mindset to always be improving."

—Anonymous by request, Class of 2017



Coaching can be ongoing

"Coaching is never over! I still meet with my coach every few months. Coaching continues to help me learn what I want out of a career. As my professional career has progressed, coaching has helped me understand what values are important to me in the type of work that I am doing. It has taught me to trust my judgement and realize that I can continue to humbly learn while being confident in my work."

—Anonymous by request, Class of 2021



Logistics

How does this work?

Frequency

At least one session every four weeks

Duration

Coaching sessions are usually 30-45 minutes long

Format

In-person or via Zoom

Personnel

Work with the same coach throughout the program



The Process

Pre-Coaching Session

- Consider how you'd like to use the time/ what you'd like to discuss (e.g., recent challenges, mindset shifts, etc.)
- Complete a coaching worksheet in your Professional Development Portfolio (PDP)

During the Session

- Be present and engaged, even when life outside your coach's door is hectic
- Remember, this is *your* time to focus on yourself and your areas for growth!

Post-Coaching Session

- While it's still fresh in your mind, jot down your initial thoughts, reactions, and key takeaways in your PDP coaching worksheet
- Take steps toward the plan of action you established with your coach

Professional Development Portfolio





Professional Development Portfolio

Name: <YOUR NAME GOES HERE>

MBTI: <MBTI 4 LETTER TYPE & LINK TO MBTI REPORT GO HERE>

CliftonStrengths: <TOP 5-10 STRENGTHS & LINKS TO PDF REPORTS GO HERE>

EQI: <LINK TO EQ-i 2.0 REPORT GOES HERE>

Peer Feedback: <https://msa.ncsu.edu/feedback>

Professional Development Overview

The Institute's mission is to produce the world's finest analytics professionals. If we accomplish our mission, the version of you that receives a diploma in May 2024 will be different from today's version of you. That change won't happen to you, magically; rather, you must invite it. During your time as an MSA student, we ask that you open your mind – not only to learn the technical skills necessary to land a desirable job offer, but to cultivate traits and behaviors that will allow you to truly excel in (and enjoy) your career. This document is a space for you to record your goals and track your growth between now and May 2024 – and beyond, if you wish to continue using it after graduation. (We hope you will!)

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CliftonStrengths Exercises	SWOT Analysis Exercise	SMART/ER Goals Exercise	Action Planning Exercise
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Coaching Worksheets

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Professional Development Portfolio

- SWOT Analysis
- SMART/ER Goals
- Action Plan
- Assessment Results

Coaching Session 1 - Date:

Pre-coaching session

Successes and/or wins I've had since my last coaching session:

Challenges I've experienced and how I've handled them:

Shifts in attitude or awareness I've experienced:

At this moment, the biggest challenge or issue I am dealing with is:

During this coaching session I want to focus our attention on:

Other things I might like to work on in later coaching sessions:

Post coaching session

Key takeaways from this coaching session:

Action plans I've committed to:

Anything else you'd like to share? *This may include commentary on the session or conclusions you've reached since the session.*

Coach's Feedback



Professional Development Portfolio

- Coaching Session Notes (Pre- and Post-)



Upcoming Activities

- Meet the Coaches Q&A session: July 19
- Introduction to Peer Feedback: July 25
- Goal Setting & Action Planning: August 4 / August 11

- Emotional Intelligence (EQ-i 2.0)
- Myers–Briggs Type Indicator (MBTI)
- Gallup CliftonStrengths



Questions?