

Coaching at Work annual conference – 5th July 2017, London

Coaching
at Work

Culture and Challenge

Coaching and mentoring to challenge,
shift and embrace cultures

Coaching at Work Annual Conference 5th July 2017 Holiday Inn, Bloomsbury, London

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<http://www.futureofcoaching.org>

Professionalising Coaching in a Changing Business Context

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Aims of session

1

Understand aims and current work of the Future of Coaching Collaboration (FCC)

2

Build further awareness of the disruptors impacting the world of work

3

Recognise signs of change happening now

4

Identify potential consequences for our profession of these disruptors – including opportunities

5

Highlight how coaching as a profession needs to change to best serve clients

6

Reflect on how I need to change as a coach to provide value

What is the FCC?

The Future of Coaching Collaboration (FCC) is a multi-stakeholder group including representatives from corporates, leading professional bodies in the UK, academia, research institutes and Coaching at Work.

FCC was launched in April 2015 with the aim of collaborating, professionalising and innovating to safeguard the coaching profession.

The world is changing...rapidly



Social, economic and environmental megatrends are changing the world and the way we do business.

Source: PwC 2015

Demographic shifts

21 percent

Of the global population will be 60 years or older by 2050 compared to 10% in 2000 – especially in the developed world.

9.7 billion

The expected world population by 2050, with virtually all population growth in developing countries.

75 percent

Of global workforce comprised of **Millennials** by **2025** - an enormous challenge (and opportunity) for businesses.

Source: UN Department of Economic and Social Affairs.

The five trends shaping the future of work (Jacob Morgan, 2017)

New Behaviours

Shaped by social media and the web

Technologies

Shift to the cloud,
Big Data, collaborative technologies,
The Internet of Things

The Millennial Workforce

New attitudes, expectations & ways of working

Mobility

Work anytime, anywhere & on any device

Globalization

No boundaries

Future trends from organisational angles and from employee angles

Mee-Yan Cheung-Judge (OD)

- The scale of complexity in the environment – and the ‘combustability’ of colliding factors
- Resource scarcity
- Technology breakthroughs – People and internet; the internet of ‘things’; Artificial Intelligence and Big Data; the digitization of matter
- Consumer/Customer rights and requirement of transparency
- Population movement and rapid urbanisation – forced and voluntary migration
- Demographic shift – in developing countries young people want to move away due to lack of opportunity, more affluent countries face declining birth rate and skills shortages

Jacob Morgan (Futurist)

7 PRINCIPLES OF THE FUTURE EMPLOYEE



How work needs to change

(Matthew Taylor, New Statesman, 2017)

The World Values Survey finds that more people put emphasis on **greater self-expression as their key aim in life.**

Good work promotes a wider **conversation about our responsibilities to each other.**

Key requirements from work:

- genuine flexibility
- being valued and respected
- learning and growing
- having voice and autonomy
- feeling work has a meaning and purpose.

What signals are you seeing that suggest change is happening now?

Signals that suggest change is happening now...

1

Increased scales of jobs – combined and combined again

2

Burnout – working all hours, not being able to stop working due to fears

3

People are over-whelmed by the white noise of data

4

More agile working e.g. downsizing central office space

5

Retreat to process in the face of ambiguity– project plans and swim lanes etc over values and principles

6

‘Skip a generation’ leadership – people have been here too long, because we want difference and agility let’s skip a generation

7

Pervasive judgmental thinking – gap between the thinking of different generations – “old guard” and “new guard” thinking

Coaching in these times...

What are the opportunities?



How does the coaching profession need to change to serve clients?



How do I need to change as a coach to provide value?



Opportunities

1

Partner with technology - working with it and using it to enhance the profession

2

Make explicit connections - with, and adapt practices to, changes in world, environment, science, organisations and social interactions

3

Collaboration – to bring clarity to coaching market and cohesion to the future of the profession and industry

4

Voice – strengthening the professions’ voice and presence in the world of work and radically increase the impact it can have

5

As practitioners – understand /use technology, embrace being a reflective/flexible learner, get even more comfortable with ambiguity

Changes for clients...

- Big data – how to work with it
- Millennials – everything is tailored to them, customer experience – bespoke, how much variety do we need to offer?
- AI – how do we support people as the work and jobs are replaced with automation?
- Automation – learning is compressed as machines take over steps in production and information
- Leaders in decision making roles who don't understand half the process?
- How do ethics need to change to meet this new world?
- How do we fast track the ability to make good judgements rather than do 10,000 hours?
- Changes in social cohesion – those who can adapt to technological changes and those who can't... The rise of the super-humans!
- Empathy – human or machine?
- What is truly uniquely human – somatic and limbic response
- Changing faces of organisations – how cultures will adapt and change?