

# Coaching at Work Annual Conference 5<sup>th</sup> 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 multistakeholder 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



2 CAN CUSTOMIZE





3 SHARES INFORMATION

4 USES NEW WAYS TO COMMUNICATE AND COLLABORATE





5 CAN BECOME A LEADER

6 SHIFTS FROM KNOWLEDGE WORKER TO LEARNING WORKER





LEARNS AND TEACHES AT WILL

# How works 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...

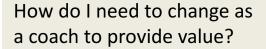
- 1 Increased scales of jobs combined and combined again
- Burnout working all hours, not being able to stop working due to fears
- People are over-whelmed by the white noise of data
- 4 More agile working e.g. downsizing central office space
- Retreat to process in the face of ambiguity— project plans and swim lanes etc over values and principles
- 'Skip a generation' leadership people have been here too long, because we want difference and agility let's skip a generation
- 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?





### **Opportunities**

Partner with technology - working with it and using it to enhance the profession Make explicit connections - with, and adapt practices to, changes in world, environment, science, organisations and social interactions Collaboration – to bring clarity to coaching market and cohesion to the future of the profession and industry Voice – strengthening the professions' voice and presence in the world of work and radically increase the impact it can have 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?