Creating a coaching model for practitioners
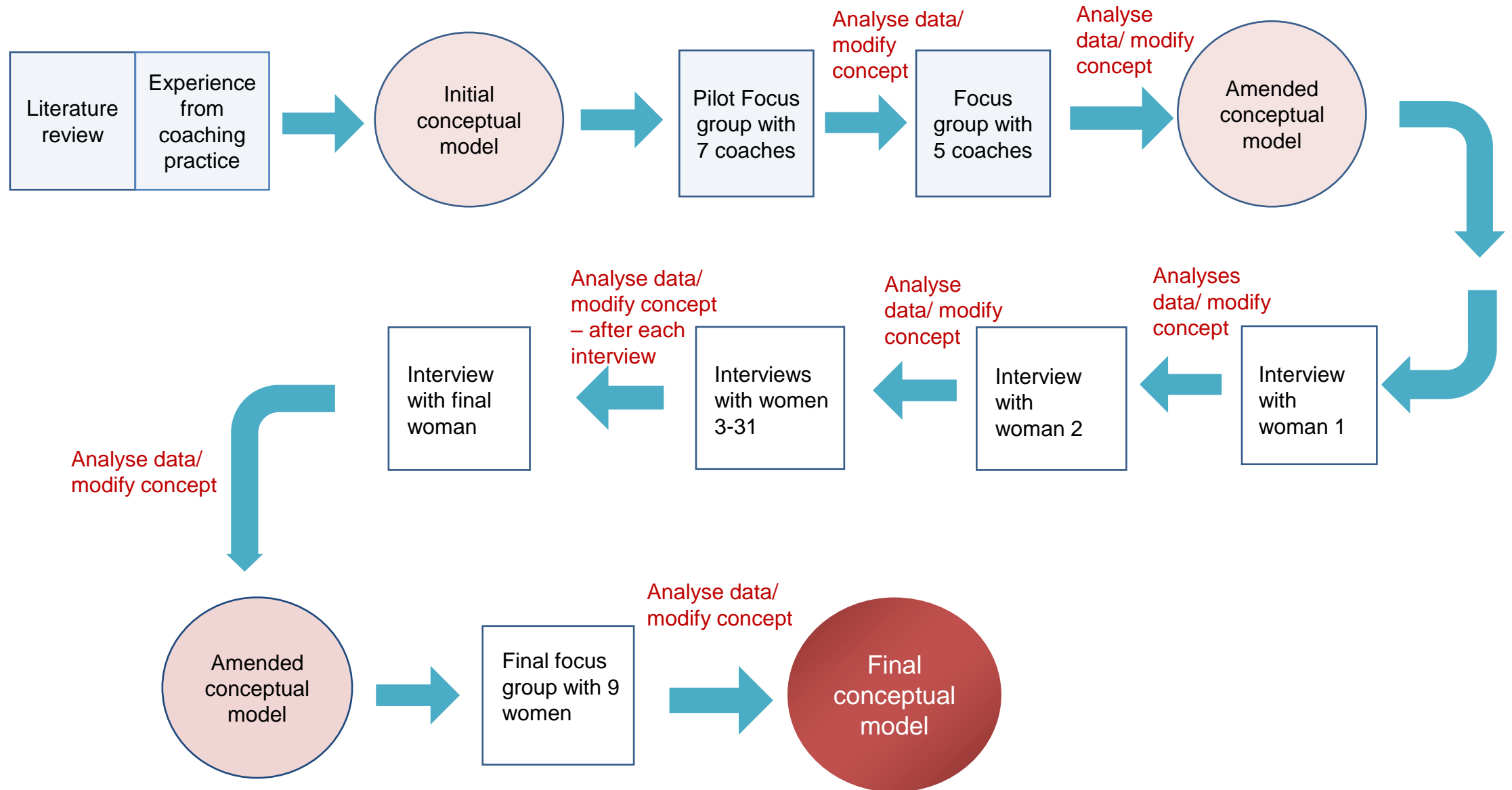
A Conceptual Encounter Study, 2020
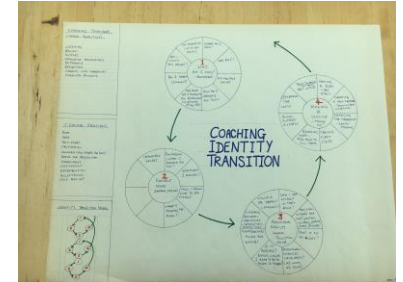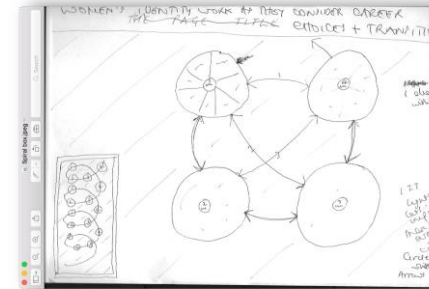
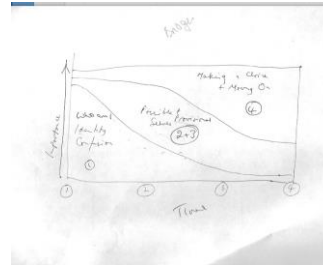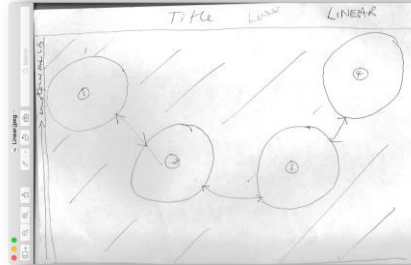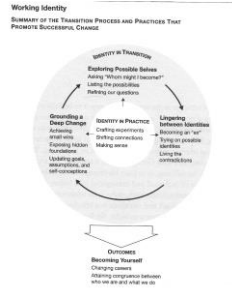**Sarah Snape**

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Conceptual Encounter Methodology

Literature review | Experience from coaching practice → Initial conceptual model → Pilot Focus group with 7 coaches → **Analyse data/ modify concept** → Focus group with 5 coaches → **Analyse data/ modify concept** → Amended conceptual model

Interview with final woman ← **Analyse data/ modify concept – after each interview** ← Interviews with women 3-31 ← **Analyse data/ modify concept** ← Interview with woman 2 ← **Analyses data/ modify concept** ← Interview with woman 1

Analyse data/ modify concept → Amended conceptual model → Final focus group with 9 women → **Analyse data/ modify concept** → Final conceptual model

Progression of model
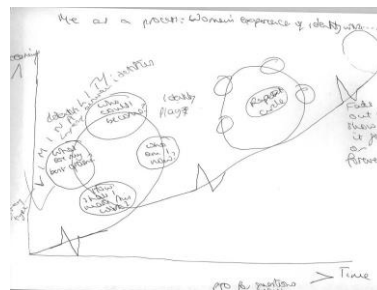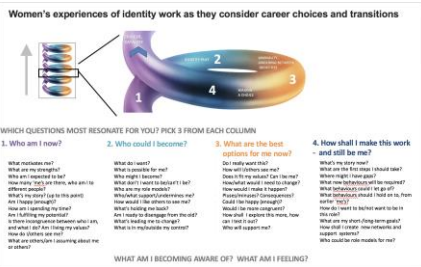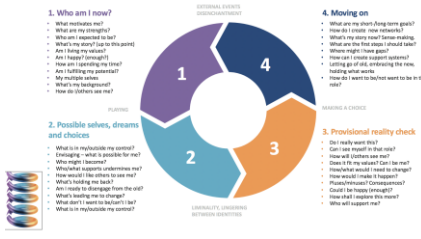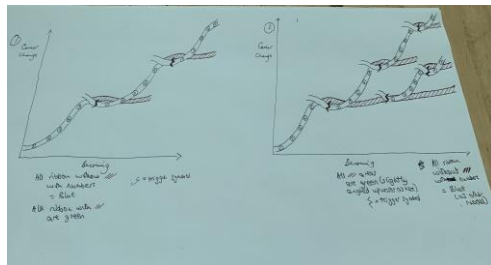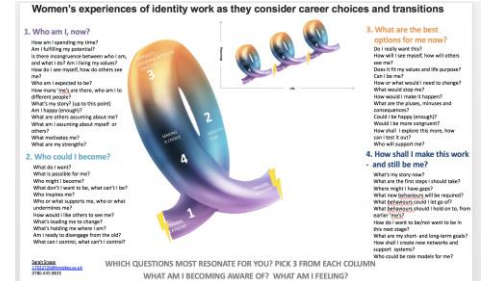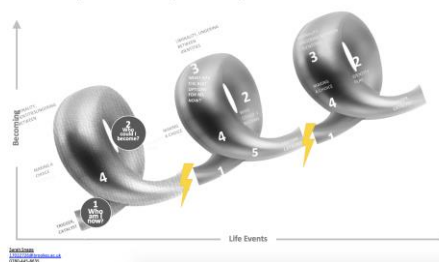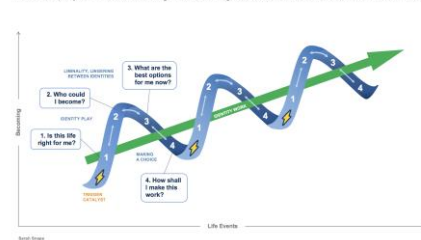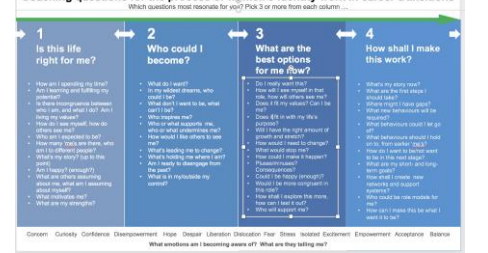
The MAP (Me-As-a-Process) coaching model:
Women's experience of identity work in career choices and transitions
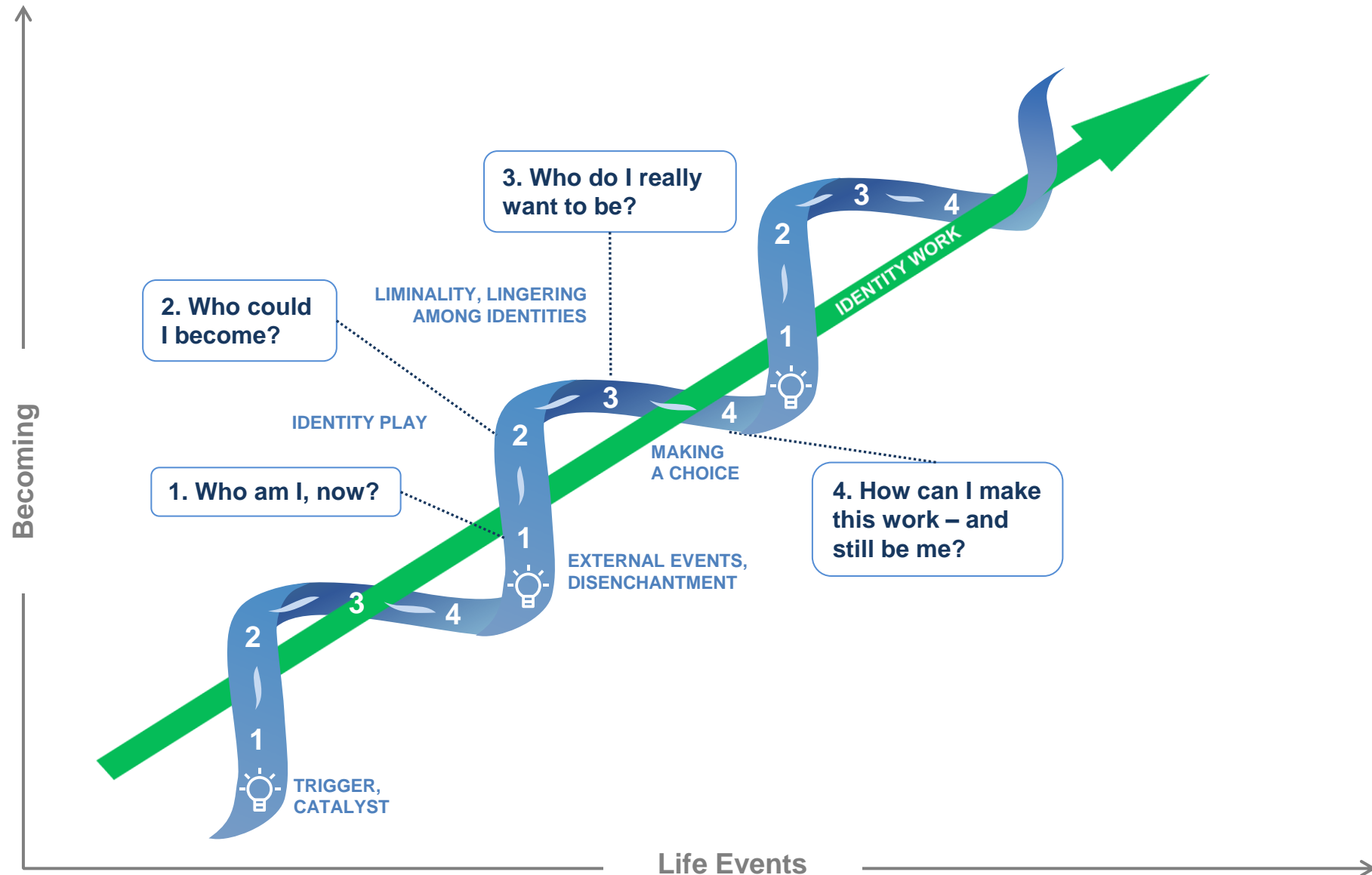
MAP Coaching Questions: Which questions most resonate for you?
(Stages may be experienced sequentially, concurrently, or haphazardly)

IDENTITY WORK →

1 Who am I, now?

- What's my story? (up to this point)
- How do I introduce myself?
- How am I spending my time?
- Am I learning?
- Am I fulfilling my potential?
- Am I living my values?
- How do I see myself?
- How do others see me?
- Who have I been, in the past?
- Is what I do congruent with who I am?
- Who am I expected to be?
- How many 'me's are there, who am I to different people?
- Am I happy (enough?)
- What are others assuming about me?
- What am I assuming about myself?
- What motivates me?
- What are my strengths?
- Is this life right for me?

2 Who could I become?

- Who do I want to be?
- In my wildest dreams, who could I be?
- What do I want in my life?
- Who don't I want to be?
- Who can't I be?
- Who inspires me?
- Who or what supports me?
- Who or what undermines me?
- How would I like others to see me?
- What's leading me to change?
- What's holding me where I am?
- Am I ready to disengage from the past?
- What is in my/outside my control?

3 Who do I really want to be?

- Do I really want this?
- How will I see myself in that role, how will others see me?
- Does it fit my values? Can I be me?
- Does it fit in with my life's purpose?
- Can I be who I want to be?
- Will I have the right amount of growth and stretch?
- How would I need to change?
- What would stop me?
- How could I make it happen?
- What are the pluses/minuses?
- What are the consequences?
- Could I be happy (enough)?
- Would I be more congruent in this role?
- How shall I explore this more, how can I test it out?
- What changes can I make so that this can work for me?
- Who will support me?

4 How can I make this work – and still be me?

- What is my purpose here?
- How shall I navigate this new environment?
- What are my short- and long-term goals?
- What are the first steps I should take?
- How do I become comfortable with the discomfort of learning and growth?
- Looking back, what patterns do I notice about myself in transitions?
- What is expected of me?
- What do I need to pay attention to?
- What resources will I need?
- Where might I have gaps?
- How shall I create new networks and support systems?
- What behaviours will I need to start/stop/continue?
- Who could be role models or sponsors for me?
- How can I make this be what I want it to be?
- What's my story now?

What emotions am I becoming aware of? What are they telling me?

Chapter 5: Key findings for this group of women participants

Stage 1
Who am I, now?
How women understand identity and identity work
How gender affects identity and identity work
The identity work of navigating social and relational expectations

- Lack of clarity about the nature of identity and identity work
- Strong exclusive identification with career, or being a mother
- Trigger events emphasise identity threats and catalyse change
- Anger and overwhelm at consequences of gendered society they live in
- Confusion at society's (including their own) changing attitudes to women
- Strong influence of others, parents, and gender on identity

Stage 2
Who could I become?
Women's experiences of possible and impossible selves
Identity motives

- Possible selves and impossible selves provide information by bringing future into the present. Also provide self awareness, temporary relief from stress, and increased sense of choice and control
- Strongest Identity motives: Control and Agency; Challenge and Learning; Values and Authenticity; Meaning and Purpose; Finding a Balance.
- Less strong identity motives: Belonging, Inclusion; Ego, Status

Stage 3
Who do I really want to be?
The challenge of moving from reflection to action
Testing and experimenting

- Challenge of moving from internal consequence-free contemplation to exposure to reality and consequent risks
- Time-out, or may not proceed with transition process
- Need for support

Stage 4
How can I make this work – and still be me?
Adaptation and learning
Being me
Story-telling in identity work

- Simultaneous fear and thrill, managing the discomfort of growth and learning
- Identifying needs and resources
- Temporary suspension of drive to 'be me' as they navigate their environment
- Learning from past experiences
- Revisions to narrative
- Taking agency in designing a life that will fulfill their identity motives

Reading list

Papers about using Conceptual Encounter

de Rivera, J. and Kreilkamp, T. (2006). 'Conceptual encounter'. *Available at:* *https://www.researchgate.net/publication/279435374*

Snape, S. (2021). The Value of Conceptual Encounter methodology in exploring women's experience of identity work in career choices and transitions. *International Journal of Evidence Based Coaching and Mentoring*, S15, pp.270-282. DOI: 10.24384/9z87-qr07

Snape, S. (2021). Exploring women's identity work in career choices and transitions: Implications for coaching practice. *Journal of the National Institute for Career Education and Counselling.* October 2021, (47), pp 3-10

Books about identity work and transitions

William Bridges (2004), *Transitions*

Bruce Feiler (2020), *Life is in the transitions*

Hermione Ibarra (2004), *Working identity*

Laura Walker (2020), *Dancing with fear and confidence*

Thank you

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