

ARE YOU USING AN AFRICAN APPROACH TO AUGMENT TRADITIONAL COACHING IN YOUR ORGANISATION?

BASED ON A GIBS ACUMEN ARTICLE

This infographic is part of a series created by GIBS to visually summarise their thoughtleadership into quickly digestible content and re-shaped from the perspective of the corporate market. To read the full article, go to https://www.acumenmagazine.co.za/articles/an-african-approach-totraditional-coaching-10190.html





So you've made the (great) decision to HIRE COACHES FOR YOUR LEADERS

BUT WHICH COACH

would be a great choice and fit for them and your organisation?



AFRICA HAS A UNIQUE SET OF LEGACIES, involving history, culture and economics. Emerging market challenges like poverty, unemployment, social inequality, and lack of infrastructure

Whilst the benefits of a well developed coaching approach are well understood, what about the context-specific influences which impact goal setting and achievement?



Traditional (often western) models include deep competencies such as active listening, which are universally applicable.

THE AFRICAN CONTEXT

enables coaches to leverage the idea of community relationships and an appreciation the cultural values and history behind both African leaders and their organisations



By integrating the principles of (for example) Ubuntu and Kgotla coaches create the space for African leaders to embrace African values in their leadership roles

Through an awareness of traditional skills and unique context, coaches can create a space for African leaders to think and reflect on tackling Africa's challenges whilst competing on a global stage.

Room to think . Reflect on challenges overcome Leveraging Celebrate local traditions • Carry African values into leadership role African Values and **Nullify legacy challenges** Tap into cultural traditions context Space 'to be' Embrace African values

Gordon Institute of Business Science

University of Pretoria