



# AN AFRICAN APPROACH TO TRADITIONAL COACHING

INFOGRAPHIC BASED ON A GIBS ACUMEN ARTICLE



This infographic is part of a series created by GIBS to visually summarise their thoughtleadership into easily accessible and digestible content 'at-a-glance'. To read the full article, go to <https://www.acumenmagazine.co.za/articles/an-african-approach-to-traditional-coaching-10190.html>



## THE GOAL OF COACHING

is to meet business and personal challenges



## THE COACHING GOAL

is to make coaching more relevant to the African context



## LEADERS MUST TUNE INTO AND BALANCE

Emerging market challenges of poverty, unemployment, social inequality, and lack of infrastructure and resources



Tackling demands of competing on the world stage

Profound diversities in culture, language and traditions



The legacy of colonialism and western patriarchy

Coaching must be adapted to speaking directly to the African leader's unique challenges. Simultaneously, coaching must recognize the value in its foundations of well developed, rigorous traditional competencies

## ▶ HOW TO DO THIS



1

Get to know clients as multi-faceted individuals

2

Frame the process of goal identification within the context of the challenges facing the leader

3

Develop the strategic action plan

Empowering leaders to be coaches themselves for their employees



Appreciate the unique context of African leaders



The leader is always the center of the process



Action-driven coaching with a humanistic African approach delivers a richer outcome



Allowing clients to tap into (for example) ubuntu and Kgotla

## AFRICAN REALITIES AND TENSIONS



Global

Local



Individual

Collection



Action

Being