



AN AFRICAN APPROACH TO TRADITIONAL COACHING

ARTICLE-AT-A-GLANCE

So you've finally made the decision that you're going to hire a coach! Great decision. But now comes the job of finding a coach who is the right fit for you. You recognise that, as a leader in Africa, you have challenges that are unique to Africa. These include the complexities of emerging market challenges of poverty, unemployment, social inequality, and lack of infrastructure and resources whilst tackling demands of competing on the world stage.

So, appreciating the complexities and uniqueness of an African context, do you choose a coach who is skilled in traditional coaching models and who subscribes to competencies formulated by international coaching bodies, like the International Coaching Federation (ICF)? Whilst the benefits of a well developed coaching approach are well understood, what about the context-specific influences which impact goal setting and achievement?

According to Thuli Segalo, a GIBS Professional Associate, and author of the article: "An African approach to traditional Coaching", there is a place for tried and tested traditional (and likely western) competencies and models in African-centred coaching, and equally, there is an opportunity for these models to be enhanced through understanding and experience in leveraging African values as well as through an intuitive grasp of the macro and micro-context in which you operate.

It starts with coaches creating a supportive space where you are comfortable and free to share your

journey as a person and as a leader, and to reflect on how you have overcome the challenges that you've faced along the way, some of which are likely to be significant. This space gives you, as a leader, the room to think through challenges and allow you 'to be'. Creating this environment requires good application of robust well-developed coaching competencies.

However, a coaching relationship also relies on resonance. In an African context, this may be through a deep understanding of African values, tapping into cultural values of (for example) unbuntu (compassion and humanity) and Kgotla (a public meeting, community council or traditional law court) to create rapport and enabling you to thoughtfully carry these values into your leadership role.

A coach with global, traditional expertise but local and culturally relevant grounding, can support African leaders to navigate the complexities of they face in an authentic and attuned way, setting the scene for reflecting around the tensions of global versus local, individual versus the collective and action versus being, and finding a uniquely African balance and approach, leveraging the power of being African.

To read the full article go to: <https://www.acumenmagazine.co.za/articles/an-african-approach-to-traditional-coaching-10190.html>