

## 500 WORDS ON LEADERSHIP DEVELOPMENT

# e-growth

THE VIRTUAL, VERSATILE AND COST-SENSITIVE  
WAY OF COACHING

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The great disadvantage of face-to-face coaching is logistics and costs. A recent Consulting Psychology Journal study shows that coaching at a distance is just as effective as face-to-face. Stefanie Voss, Senior Consultant at CLP developed a virtual and effective e-coaching tool to foster self-reflection and the inner dialogue of leaders for personal growth. CLP incorporate this e-coaching tool in its Leadership Development programmes.

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This issue of 500 words on Leadership Development is based on an interview with Stefanie Voss by Utsav Kharel.

### 1 “ **Why is this e-coaching approach\* unique?**

It is a powerful online coaching programme focusing on self-reflection. It revolutionises the most important conversation we all have, our inner dialogue. It helps leaders to answer questions like

- Why am I thinking the way I am thinking?
- Why am I behaving the way I am behaving?
- What do I want to change about that?

It fosters the honest and deep self-reflection process which is the foundation of any type of lasting personal growth ””

### 2 **How does it work?**

“ It uses a very effective and innovative, but also very easy to use coaching approach: “Creative Journaling”.

Before the start of the e-coaching programme, clients get a high quality artistic sketchbook and stationaries. Using these materials, they get different coaching exercises thoroughly explained by video. As a result, participants need to connect to their own creativity when reflecting on the topics, and by doing so, they create their own, 100% individual coaching documentation. Being creative is a step out of the comfort zone for many leaders – and the perfect starting point for deep and honest self-reflection.

There are altogether six themes over the course of 8 weeks that I have designed after testing with over 100 clients. ””

### 3 **What are the advantages of this e-coaching approach?**

“ It helps leaders to understand their inner-self. Once you know more about yourself and your patterns, you can master the challenges you encounter in both personal and professional life better. It enables leaders to re-visit and understand their own thinking. Using Creative Journaling, leaders encounter a safe environment where they can be honest and show their vulnerability. Also, this e-coaching programme allows flexibility as the coachee can plan when and where to do the coaching sessions. ””

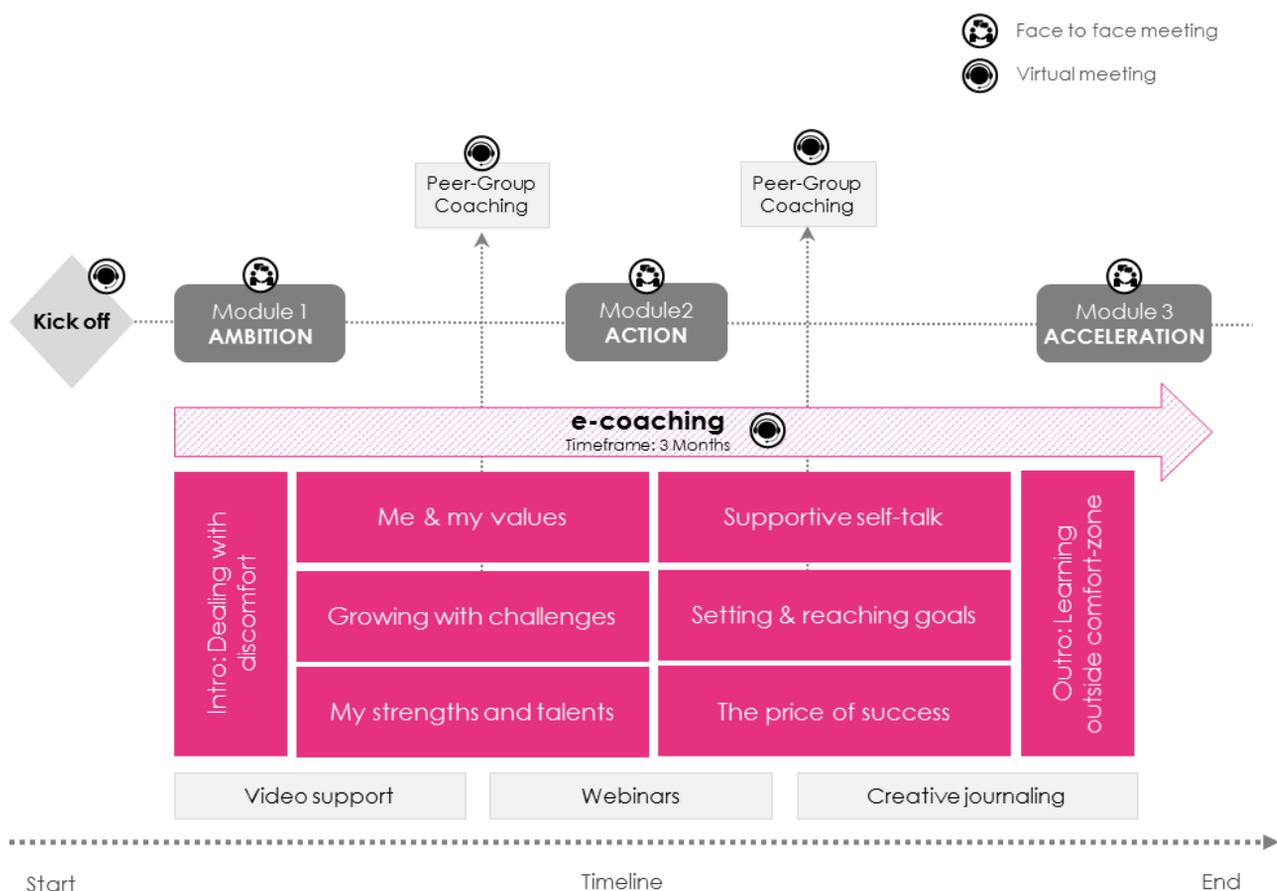
### 4 **How is it different to other coaching methods?**

“ It combines elements of Design Thinking, art therapy and creative writing arranged in a unique way to deliver high impact coaching results. The creative part slows down the reflection process, allowing leaders to spend serious time on self-reflection.

I really wanted to deliver a full service programme with excellent content, high quality materials, a user-friendly web platform and individual support.

Many online tools are set up more like self-help books in an online form with limited guidance. The e-coaching sessions run for 8 weeks from a fixed date, and clients need to invest about 2 hours of work per week. Clients still have a lot of flexibility in the timing, however, they need to commit to the process and take it seriously. And let’s be honest: If you don’t do that, how can coaching be effective anyway? ””

\* This e-coaching approach is called by Stefanie Voss as “Leader on my Ship”



*Example of e-coaching approach blended into CLP's customised learning architectures*

CLP is using this e-coaching tool in Leadership Development programmes. E-coaching is blended into our customised learning architectures along with face-to-face workshops to deliver sustainable learning experiences to leaders. Since this tool enhances the self-reflection process of aspiring leaders in their development journey, we at CLP use e-coaching alongside modules to develop leadership competencies. During this [blended learning process](#), CLP virtually facilitates leaders to harness their creativity and personal strength in order to be a successful leader.

**Tag words:** Blended learning, e-coaching, creative journaling

CLP is constantly evolving Leadership Development practices and publishes 500 words periodically that reflect CLP's experiences and research, organisations to comprehend and to master the challenges and demands of Leadership Development today. We are excited to hear about your experience. Please share with us your thoughts, concerns or examples at: [500words@change-leadership.net](mailto:500words@change-leadership.net)

**Yours,**  
 Utsav Kharel, Stefanie Voss and CLP Team