

IFLA Coaching Initiative: summary update October 2020

Business coaching focuses on aligning organisational and individual goals to improve individual performance and to ensure that the organisation's mission is achieved. The IFLA Coaching Initiative supports these focuses and goals within the IFLA community.

In 2020, the Coaching initiative has continued as a collaboration between the two sections CPDWL and Management & Marketing. Members of the Coaching work group are Almuth Gastinger, Vera Keown, Ulrike Lang, Carmen Lei, Barbara Schleihagen and Ewa Stenberg. All members of the work group have been engaged and contributed very much to the work and development of the Coaching initiative in 2020.

This summary covers the period from April to October 2020.

Meetings April – October 2020

The Coaching work group have met on Zoom on April 16, May 25, June 22 and August 12. The group has discussed specific issues by email in-between the meetings, especially during the preparations for the online coaching in August.

Activities

The IFLA Coach Training Series

- The work group started sketching on an online coach training initiative in January 2020, in order to support and help volunteer coaches to develop their coaching skills. Vera Keown, who is a Certified Leadership Coach, planned and produced *The IFLA Coach Training Series* made available in June 2020. The coach training materials, available on the IFLA Coach Training site <https://www.ifla.org/node/93224>, consist of recorded webinars, presentation slides and handouts. The recordings are delivered in English, while the presentations slides and handouts have been made available in all IFLA official languages except French, thanks to volunteer translators within the work group and the broader IFLA community.
- Vera gave three live webinars in July - August, for questions and items people who had taken the training wanted to discuss. Since the coaches were spread around the world, Vera conducted two quorums for different time zones on each of the three webinars.

Online coaching

- Due to the cancellation of the WLIC in Dublin, the coaching activities moved online. Planning for the online coaching started in April.
- Carmen Lei and Barbara Schleihagen worked in close collaboration with the coaches to get the time schedule for coaching set, and Barbara's colleague Franziska Neudeck made the time slots available for online booking, using the free tool Calendly.
- The online coaching was performed mainly during the planned conference week in Dublin, August 17-21.
- In September, online questionnaires for feedback on the coaching were sent to all coaches and to all coachees (via each coach).

Results and feedback

- The Coach Training Series' recordings/videos had 242 views in total, and the slides had 970 views in total (status from September 1, 2020). For details, see Appendix 1, IFLA Coach Training Slide & Presentation Analytics.
- The three live webinars had 14 participants in total.
- The initial call for coaches (for the WLIC in Dublin) resulted in 34 people volunteering as coaches. 17 of them volunteered for the online format, and we had 14 coaches on the final list.
- About 50 coachees registered for an individual online coaching session. A few of them did not turn up in the end. This number can be compared to the WLIC in Athens 2019 where 51 coachees took part in the coaching session.
- The survey following up on the online coaching was answered by 8 coaches (out of 14) and 4 coachees (out of approximately 45). See the compiled answers in Appendix 2 and 3. All the coaches who answered the survey stated that they got positive feedback from the coachee(s). Some coachees sent updates about the progress of their ongoing projects to the coaches afterwards. One coachee also wrote an IFLA CPDWL blog post with positive comments about the online coaching session.

Marketing and promotion

The IFLA Coach Training Series and the Online Coaching Initiative were marketed by the work group as well as the officers of CPDWL and M&M on IFLA-lists, national and regional lists, the websites of CPDWL and M&M, and on social media.

IFLA Headquarters has promoted the Coaching Initiative with focus on the online coaching as part of the series where units aligned to the IFLA Strategy are highlighted. The publicity was made on the IFLA website <https://www.ifla.org/node/93184>, announced via the #IFLAFromHome initiative, and published across the IFLA social media network. HQ aim to feature each unit&strategy-project two times, once as an introduction and once as a follow-up.

Reflections

The Coach Training Series has been much appreciated and meets needs in the library and information field. The translation of coaching material into IFLA's official languages makes the series available in many parts of the world. We hope to get the French translation also in place.

Developing the coaching activities into an online format was demanding. In order to implement the new format, the work group had to re-think its preparation actions, and much more communication with the volunteer coaches was needed. However, this step to a digital format is important in order to support sustainable and flexible learning.

The online tool Calendly that was used for the booking of coaching sessions, has its limits. We needed a tool that allowed scheduling in different time zones, and Calendly met this demand, but all of the specific scheduling had to be made manually. The work group could not follow the progress of the coaching after the booking was made, so it was difficult to know if the contact between coach and coachee was well established. It would be of great help if IFLA could make available and support a tool for needs of this kind, which might be more common in the future.

It was hard to get feedback on our survey about the coaching sessions, especially from coachees. Maybe the individual format, when the coachee only met with the coach, did not create a feeling of being part of a bigger context. Taking part in the coaching session at the WLIC, together with many others, is a different setting and might feel as more collective. The organisers are more visible then and not anonymous like it was this year.

Further plans

In January 2021, the Coaching work group intend to do a podcast which focuses on experiences of coaching. We also consider a live webinar during spring 2021 in order to reach the not so experienced coaches, in addition to the IFLA Coach Training Series that is an introduction to coaching. Last but not least, we are prepared to work for online coaching at the virtual WLIC in 2021.

Thanks

Finally, we want to thank the Professional Committee and Headquarters for supporting the Coaching initiative and us working on the initiative. Your support makes it possible to develop this initiative within IFLA and to provide colleagues all over the world with coaching opportunities.

Malmö, Sweden 2020-10-13

Ewa Stenberg, Convenor of the Coaching initiative

Appendix:

No.1 IFLA Coach Training Slide & Presentation Analytics

No.2 Results on the Coaching Initiative 2020 : Coaches

No.3 Results on the Coaching Initiative 2020 : Coachees

Appendix no.1

IFLA Coach Training Slide & Presentation Analytics

September 1, 2020

Videos

Presentation	Total Views
IFLA Coach Training 1A - Introduction to Coaching	100
IFLA Coach Training 1B - Coaching Principles, Mindset, & Role	42
IFLA Coach Training 1C - Coaching Process & Session Guide	36
IFLA Coach Training 1D - Coaching Skills - Asking Questions	27
IFLA Coach Training 1E - Coaching Skills - Listen & Providing Feedback	28
IFLA Coach Training – Part 2, August 10, 2020, Europe	5
IFLA Coach Training – Part 2, August 10, 2020, Asia-Pacific	4
Grand Total	242

Slides

Presentation	Total Views	Total Downloads
IFLA Coach Training 1A - Introduction to Coaching	217	13
IFLA Coach Training 1B - Coaching Principles, Mindset, & Role	116	10
IFLA Coach Training 1C - Coaching Process & Session Guide	120	9
IFLA Coach Training 1D - Coaching Skills - Asking Questions	98	9
IFLA Coach Training 1E - Coaching Skills - Listen & Providing Feedback	329	8
IFLA Coaching - Information for Coachees	5	2
IFLA Coaching Session Guide	85	5
Grand Total	970	56

Language	Total Views	Total Downloads
Arabic	79	0
Chinese	327	7
English	256	35
German	134	10
Russian	83	1
Simplified Chinese	37	1
Spanish	54	2
Grand Total	970	56

Language and Presentation	Total Views	Total Downloads
Arabic	79	0
IFLA Coach Training 1A - Introduction to Coaching	11	0
IFLA Coach Training 1B - Coaching Principles, Mindset, & Role	15	0
IFLA Coach Training 1C - Coaching Process & Session Guide	18	0

IFLA Coach Training 1D - Coaching Skills - Asking Questions	18	0
IFLA Coach Training 1E - Coaching Skills - Listen & Providing Feedback	12	0
IFLA Coaching Session Guide	5	0
Chinese	327	7
IFLA Coach Training 1A - Introduction to Coaching	17	2
IFLA Coach Training 1B - Coaching Principles, Mindset, & Role	14	2
IFLA Coach Training 1C - Coaching Process & Session Guide	12	1
IFLA Coach Training 1D - Coaching Skills - Asking Questions	14	1
IFLA Coach Training 1E - Coaching Skills - Listen & Providing Feedback	256	1
IFLA Coaching Session Guide	14	0
German	134	10
IFLA Coach Training 1A - Introduction to Coaching	49	2
IFLA Coach Training 1B - Coaching Principles, Mindset, & Role	22	2
IFLA Coach Training 1C - Coaching Process & Session Guide	19	2
IFLA Coach Training 1D - Coaching Skills - Asking Questions	17	2
IFLA Coach Training 1E - Coaching Skills - Listen & Providing Feedback	16	2
IFLA Coaching Session Guide	11	0
English	256	35
IFLA Coach Training 1A - Introduction to Coaching	97	9
IFLA Coach Training 1B - Coaching Principles, Mindset, & Role	38	6
IFLA Coach Training 1C - Coaching Process & Session Guide	44	6
IFLA Coach Training 1D - Coaching Skills - Asking Questions	25	6
IFLA Coach Training 1E - Coaching Skills - Listen & Providing Feedback	24	5
IFLA Coaching - Information for Coachees	0	1
IFLA Coaching Session Guide	28	2
Russian	83	1
IFLA Coach Training 1A - Introduction to Coaching	25	0
IFLA Coach Training 1B - Coaching Principles, Mindset, & Role	14	0
IFLA Coach Training 1C - Coaching Process & Session Guide	13	0
IFLA Coach Training 1D - Coaching Skills - Asking Questions	12	0
IFLA Coach Training 1E - Coaching Skills - Listen & Providing Feedback	9	0
IFLA Coaching Session Guide	10	1
Simplified Chinese	37	1
IFLA Coach Training 1A - Introduction to Coaching	5	0
IFLA Coach Training 1B - Coaching Principles, Mindset, & Role	10	0
IFLA Coach Training 1C - Coaching Process & Session Guide	3	0
IFLA Coach Training 1D - Coaching Skills - Asking Questions	6	0
IFLA Coach Training 1E - Coaching Skills - Listen & Providing Feedback	5	0
IFLA Coaching Session Guide	8	1
Spanish	54	2
IFLA Coach Training 1A - Introduction to Coaching	13	0

IFLA Coach Training 1B - Coaching Principles, Mindset, & Role	3	0
IFLA Coach Training 1C - Coaching Process & Session Guide	11	0
IFLA Coach Training 1D - Coaching Skills - Asking Questions	6	0
IFLA Coach Training 1E - Coaching Skills - Listen & Providing		
Feedback	7	0
IFLA Coaching - Information for Coachees	5	1
IFLA Coaching Session Guide	9	1
Grand Total	970	56

Appendix no.2

Results on the Coaching Initiative 2020 COACHES

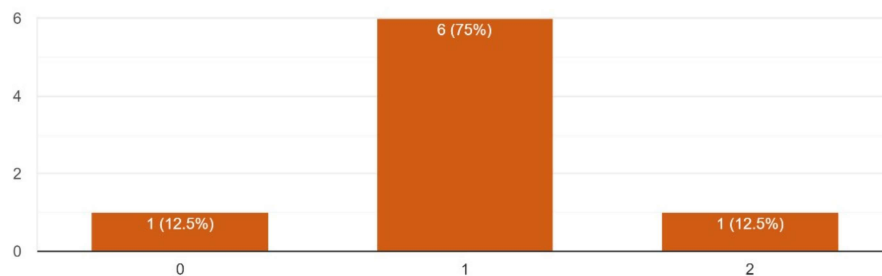
The coaching initiative was initially planned for the conference week August 17-21, 2020. Due to COVID-19, the coaching was done online this year by tools chosen by the coaches and the coachees. Here is the feedback from the coaches after the coaching session:

Feedback from coaches

A total of 14 coaches confirmed to help in the project, half of the coaches responded to the survey, we have a total of 8 responses from the coaches. Majority coached one time online.

1. How many participants did you coach?

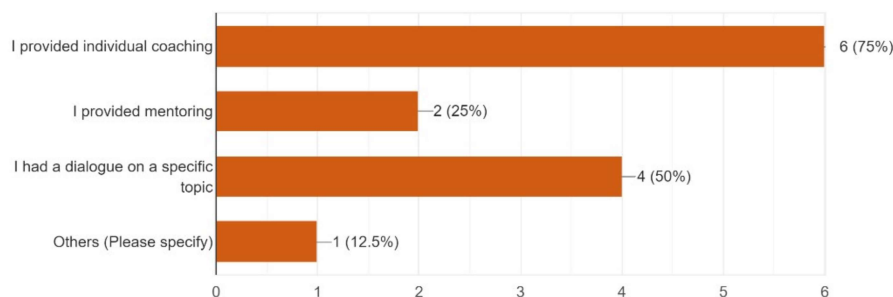
8 responses



Most of the coaches provided individual coaching, a few stepped into mentoring and half of the respondents had a dialogue on a special topic.

2. Which statements reflect your exchanges best? You can tick off max. two alternatives.

8 responses



3. Coaches were asked what went well during the coaching session?

Most of the respondents stated that it went well. Online session even created a safe environment as it was not face to face session, the coachee felt more comfortable to share. Coaches also helped coachees to make a timeline for actions and assisted them to point out what was needed to get the project underway. Coaches also helped coachees to recognize what was important to them and come up with strategies and try to move things forward.

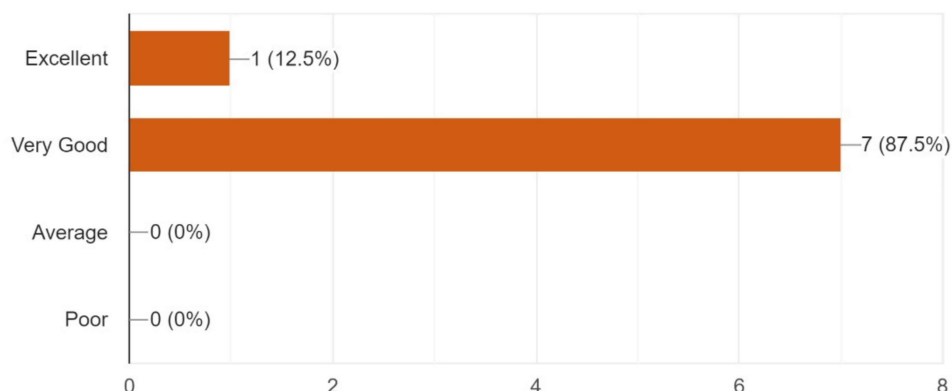
4. What challenges did you experience as a coach?

One stated that he/she lacked experience as it was the first time being a coach, and a few pointed out that the coachee shared their projects at work and wanted 'advice' so, they had to be careful not to step into mentoring – however, most people really wanted mentoring more than coaching.

The online format of the session was a challenge, as connections sometimes were unstable and it was difficult to follow what the coachee said sometimes.

5. How did the online format work?

8 responses



Everyone enjoyed the online format.

6. What do you think are the advantages/disadvantages with online coaching?

Advantages:

- 1.A wide participation (from different countries and time zones).
- 2.Flexibility to use of different platforms
- 3.Opportunity for the participants who don't attend the WLIC of IFLA
- 4.Scheduling for mutual advantage

Disadvantages:

- 1.Missing the human contact (eye contact, body language)
- 2.We actually undertook the coaching by phone, not via Zoom. I would have no problems with Zoom and would appreciate the video interaction if I had not met the coachee before.

7. What feedback did you get from the participants?

All coaches received positive comments from the coachees, and some coachees stated they want to keep the connection with their coach. Coachees also sent updates afterwards to the coaches about the progress of their ongoing projects. One coachee will also write for the IFLA CPDWL blog about the positive experiences of this session.

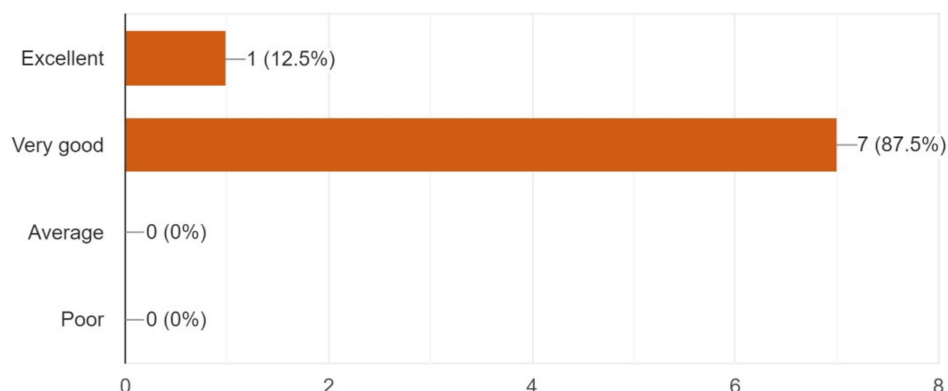
8. How can this coaching activity be improved in the future?

More training can be provided for the new coaches, more publicity in social network in different languages. For better marketing, we can ask more coaches and coachee to write a brief report. Co-ordination and timing is also a concern, emails were received regarding the challenges with the booking tool, and one coach was not able to coach anyone (maybe time zone or connectivity issue).

If resources allows, there would be benefits in hosting coaching session at more regular intervals throughout the year (not just during the conference week).

9. What was your overall impression of the coaching session?

8 responses



10. Please share ideas you have!

The coaching project could be share with the national library association, esp in Latin America and Carribean where there is a need on this kind of initiatives, and coaches should be acknowledged for their efforts, might consider certificate for their action.

One Coach experienced that 4-5 people enrolled for a session, but none showed up at the meeting nor emailed him/her about any updates. One of the 5 persons came back with an apology, wanting to reschedule for any session. This coach suggested that coachees should take the process more seriously.

Some coaches are involved in the project, but did not get an opportunity to coach, would advise if all coaches at least coach 'one person'.

Appendix no.3

Results on the Coaching Initiative 2020

COACHEES

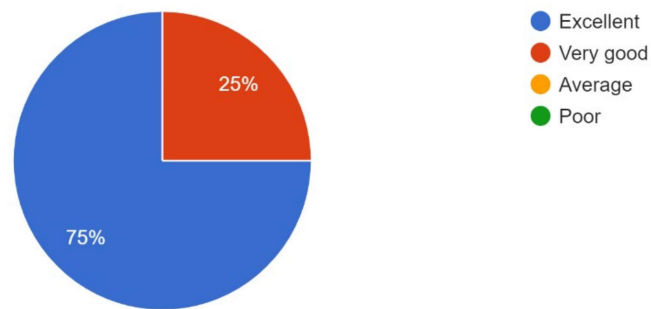
The coaching initiative was initially planned for the conference week August 17-21, 2020. Due to COVID-19, the coaching was done online this year by tools chosen by the coaches and the coachees. Here is the feedback from the coachees after the coaching session:

Feedback from coachees

A total of 4 response from coachees only.

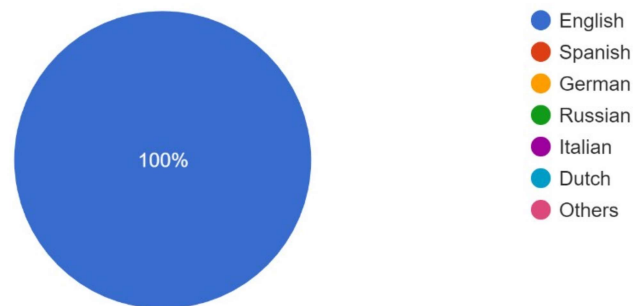
1. How would you rate your coaching session?

4 responses



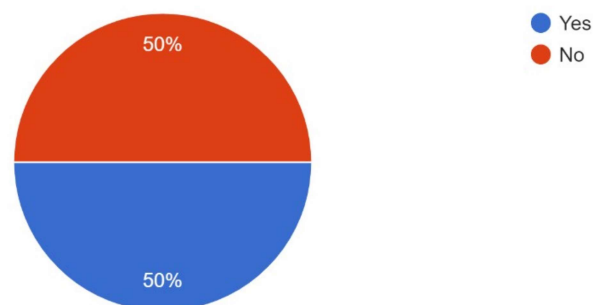
2. In which language did the coaching session take place?

4 responses



3. Were you able to receive coaching in your mother tongue?

4 responses



4. If yes to question 3, how do you feel it contributed to your experience?

The coaching session focused on my experience and concepts of further career development within clinical librarianship.

5. If no to question 3, do you feel it make your coaching session more challenging for you?

No.

6. What did you like most about the online coaching?

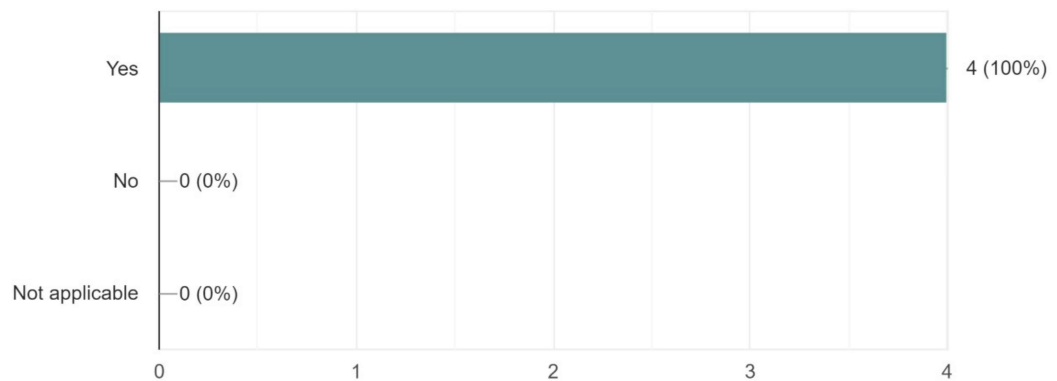
Thought provoking and made me think that career development was possible
straightforward sharing of experiences
Live discussion helped to connect better
Great listening skills.

7. What did you like least about the online coaching?

Difference between time zones

8. Was the process of registration easy for you?

4 responses



9. Are you interested in continuing to receive coaching?

Three of the answering coachees are interested in continuing to receive coaching. One coachee plans to drop it due to organizational restructure.

10. How can this coaching activity be improved in the future?

Support me to work on awards and grants