

Ein Fall für mehr als zwei!

ProSiebenSat.1 Media AG
Translation for our customers

Live Coaching is the name given to a new format of executive development.



The approach, which enables discussions amongst colleagues about practical questions concerning everyday management, is guided by a moderator and generates immediate solutions. The new format is the brainchild of Bettina Hörmann, Head of HR Training and Business Coach Manola Kraus, who explain the content, methodology and objectives of "Live Coaching" evenings below.



Why is there now a new format in addition to the existing training courses for P7S1 executives?

B: We developed this fresh approach in response to demand from our executives for a complement or addition to other courses. Live coaching makes a deeper exchange possible. It answers all topical questions emanating from executive daily routine - regularly, promptly, flexibly and in a solution-oriented way - always precisely when an answer is needed.

Sounds like a high-powered learning format.

M: In any event Live Coaching gives executives the space to reflect daily decisions, to get inspiration and to view things from a different perspective. Above all they can apply their newly acquired executive know-how and, in so doing, consolidate it. Their discussion partners are colleagues, who more than likely find themselves in similar situations: this can be a very reassuring feeling.

You mean executives coach their own colleagues?

B: Exactly. With Live Coaching every colleague's coaching network grows, and executives automatically make contacts beyond their existing network, spanning the whole

company. In this way new trusting relationships are created which might lead to contact being sought outside of course time to compare notes. Hence we are facilitating a permanent transfer of knowledge beyond the training program.

M: In fact Live Coaching is a kind of collegial counseling. As the title of the course implies, concurrent or "live" techniques from personal coaching come into play. However, the external coach provides no advice, as all solutions are worked out cooperatively among the P7S1 executives. The moderator structures, summarizes and enriches the discussions. It is, nevertheless, the participants themselves who pave the way for the solutions that they then take home with them.

How exactly do you reach this goal?

M: One condition is the willingness of the participants to give and to cooperate based on trust. Every participant contributes either by proposing their case for discussion or by putting themselves into someone else's shoes. The recipe for success consists of sharing and feedback.

B: Actually the format works by itself in so far as most colleagues share their concerns openly and are interested in developing their executive competence with the help of cooperative group work.

Which topics lend themselves to discussion in Live Coaching?

M: The thematic spectrum comprises all topics found in daily management. We gladly tackle every personal issue. We especially want to show that it is perfectly justifiable that executives seek help. Nobody is perfect! It is certainly easier in a trusting atmosphere to concede to insecurity. It can be equally valuable and enriching to talk about your success story.

So self-reflection and motivation are also intentions of Live Coaching?

B: Yes, it is very important on the one hand to get recognition for your own work, on the other hand to develop an understanding of other executives' concerns. Leading means dealing with different people who have diverse needs and interests. Conversely this means: There is invariably more than one answer to a question – and it's just easier to work this out in a group.

M: In addition the training format aims to support an individual's ability to change and their achievement potential; it sharpens the sense of responsibility and solution-orientation.

Within which framework does Live Coaching take place and is it intended for a special target group?

B: The new training format targets every kind of executive. We believe that you don't always need to do time-consuming personal coaching in order to exchange experience about leadership, but that an open discussion group of 5 to 8 people from different departments and different management levels and for two and half hours works very well. We have been offering this framework to all those who are interested since January. It always takes place on the second to last Thursday of the month at 5 pm at the Academy-Homebase.

M: It is my experience that a good number of people keep returning to the discussion rounds. This is very helpful when it comes to integrating newcomers. Many participants really try to come regularly to profit from and with each other. I find this sort of work with executives an inspiring and trustworthy experience.

Then it is still worthwhile attending without having a specific topic you want to discuss?

B: Yes, of course. Every participant profits even if it seems he has not brought a specific concern along. Whoever is curious about the atmosphere in Live Coaching should just enroll and drop by.

Manola, just a few sentences about yourself as the moderator of the Live Coaching evenings ...



I've been in touch with ProSiebenSat.1 for a long time now and since 2008 I've been a business coach here acting as both a personal coach and a process consultant for team development. It was 2002 when I first started working with executives and team leaders in cooperative formats. I'm looking forward to meeting as many ProSiebenSat.1 executives as possible throughout the Live Coaching sessions. It's important to me to create a trusting atmosphere amongst the participants, to listen to them and to be able to offer structural assistance and useful methods to tackle their concerns. At the same time I like to make certain strategies, methods or professional impetus more transparent. All of this can be viewed as an experiment and challenge – everyone decides what they can take on and try out by themselves.