Origin and Roots of Coaching

…the secret history

Dr. Vikki G. Brock
Master Certified Coach
ICF Madrid, Spain
November 14, 2014
Agenda

What do you know about the history of coaching?

How and when did modern coaching emerge?

What trends influenced the emergence of modern coaching?
What Do You Know About The History of Coaching?

. . . What do you want to know?
Origin of The Word “COACH”

Ancient Olympics in Greece

Socrates

1500s – Carriage

1840s – Oxford University tutor

1880s – Sports coach
Coaching sprang from several independent sources and spread through relationships
Movements and Organizations

- **Success Motivators**
  - 1930s-1960s
  - USA

- **National Training Laboratories (NTL)**
  - 1947
  - USA

- **Tavistock**
  - 1946 (1921)
  - UK

- **Organization Development**
  - 1950s

- **Esalen**
  - 1962
  - USA

- **Findhorn**
  - 1962
  - UK

- **Transpersonal Psychology**
  - 1970s

- **Humanistic Psychology**
  - 1960s

- **Large Group Awareness Training (LGAT)**
  - 1970s-1980s
How Many Influencers in Coaching Can You Name

Non-Coaches

Coaches
Influencers – Other Disciplines

PHILOSOPHY
- Martin Heidegger
- Socrates
- Siddhartha Gautama
- Confucius
- Lao Tzu
- Jesus

SPORTS
- John Wooden
- Red Auerbach
- Don Shula

EDUCATION
- Malcolm Knowles
- Peter Drucker
- Edgar Schein
- Ken Blanchard
- Peter Block
- Werner Erhard
- Daniel Goleman

BUSINESS
- Napoleon Hill
- Dale Carnegie
- Wayne Dyer
- Brian Tracy
- Earl Nightingale
- Zig Zigler
- Stephen Covey
- Tom Peters
- Peter Senge
- Ken Wilber

MOTIVATION
- Wayne Dyer
- Earl Nightingale
- Zig Zigler

Socrates
- Siddhartha Gautama
- Confucius
- Lao Tzu
- Jesus
- Martin Heidegger
- Socrates
Influencers – Psychology

- PSYCHODYNAMIC PSYCHOLOGY
  - Alfred Adler
  - Carl Jung
  - Milton Erickson

- HUMANISTIC PSYCHOLOGY
  - Abraham Maslow
  - Carl Rogers
  - Fritz Perls

- CLINICAL PSYCHOLOGY
  - Virginia Satir

- SOCIAL PSYCHOLOGY
  - Kurt Lewin

- COGNITIVE PSYCHOLOGY
  - Albert Ellis

- ORGANIZATION PSYCHOLOGY
  - David Cooperrider
  - Chris Argyris

- NLP
  - Richard Bandler
  - Robert Dilts

- POSITIVE PSYCHOLOGY
  - Mihaly Csikszentmihalyi

- Martin Seligman
English Speaking Coach Influencers from Psychology and Education

AUSTRALIA
- Michael Cavanagh
- Anthony Grant

UNITED KINGDOM
- David Lane
- Stephen Palmer
- Pauline Willis
- David Clutterbuck
- David Megginson

UNITED STATES
- Jeff Auerbach
- Patrick Williams
- Richard Kilberg
- David Peterson
- Robert Witherspoon
- Frederic Hudson/Pam McLean

CANADA
- Rey Carr
- Linda Page
ICF Spain Coaching Influencers

2001

- 2nd ICF European Conference held in Barcelona

2002

- Jose Menendez + Lupita Volio, OlaCoach began

2003

- Silvia Guarnieri Co-founded, Escuela Europea de Coaching

2004

- Cris Bolivar 2nd MCC, Essential Institute began

- Rafael Echeverria (Chile) + CTI offer coach training
- EMCC expanded into Spain

ICF MCC’s

- Luis Carchak
- Jorge Salinas
- Dr. Alfonso Medina
- Dr. Herman Vergara
- Dr. Siraj Bechich

Viviane Launer founded ICF Spain, 1st MCC
Coaching has a broad intellectual framework that draws on the synergy, cross-fertilization, and practices of many disciplines
Disciplines and Socioeconomics

- **1800**: Natural Sciences
- **1900**: Social Sciences, Business
- **2000**: Success Motivators, Human Potential, Personal Growth
Modern coaching patterns and practices are dynamic and contextual
Coaching Defined

“Goal-directed, results-oriented, systematic process in which one person facilitates sustained change in another individual or group through fostering the self-directed learning and personal growth of the coachee” (Grant, 2003) encompassing attributes along a continuum.

Continuum Attributes*

<table>
<thead>
<tr>
<th>Directive</th>
<th>Facilitative (Non-directive)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holistic</td>
<td>Specific</td>
</tr>
<tr>
<td>Short-term</td>
<td>Long-term</td>
</tr>
<tr>
<td>Individual leads agenda</td>
<td>Others lead the agenda</td>
</tr>
<tr>
<td>High personal content</td>
<td>Low personal content</td>
</tr>
<tr>
<td>High business content</td>
<td>Low business content</td>
</tr>
<tr>
<td>Developmental</td>
<td>Remedial</td>
</tr>
</tbody>
</table>
Coaching came into existence to fill an unmet need in an interactive, fluid world of rapid change and complexity.
# Socioeconomic Periods

<table>
<thead>
<tr>
<th>1900</th>
<th>1950</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Modern Period</strong></td>
<td></td>
<td><strong>Postmodern Period</strong></td>
</tr>
<tr>
<td>• Evidence, logic, rationality</td>
<td>• Service society</td>
<td></td>
</tr>
<tr>
<td>• Industrial revolution</td>
<td>• Reintegration of family &amp; work</td>
<td></td>
</tr>
<tr>
<td>• Separation of work &amp; family</td>
<td>• Resistance to sacrifice for progress</td>
<td></td>
</tr>
<tr>
<td>• Shift isolated to integrated</td>
<td>• Rapid technology change</td>
<td></td>
</tr>
<tr>
<td>• Control, order, certainty</td>
<td>• Migration and globalization</td>
<td></td>
</tr>
</tbody>
</table>
Coaching came into being in an open, integral social network from a perspective of diversity and inclusion.
Emergence of Coaching

<table>
<thead>
<tr>
<th>1930s - 50s</th>
<th>1960s - 70s</th>
<th>1980s</th>
<th>1990s</th>
<th>2000s</th>
<th>2010s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counseling Executives</td>
<td>Sales Coaching</td>
<td>Leadership Programs</td>
<td>Assessment Centers</td>
<td>Inner Game</td>
<td>Coaching Services</td>
</tr>
</tbody>
</table>

© 2014 Vikki G. Brock
ICF Madrid – November 14, 2014
Geographical Commercialization

*Earliest Coaching Program or Company*

- United Kingdom
- United States
- German speaking
- South and Central America
- France
- Hong Kong - China
- Japan
- Australia
- Singapore
- Nordic
- Italy/Spain
- Korea
What Does the Future Hold for Coaching?
<table>
<thead>
<tr>
<th>Progress Rather Than Revolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mature market consolidation and shake-out</td>
</tr>
<tr>
<td>Emerging markets rapid growth</td>
</tr>
<tr>
<td>More widespread and diversified</td>
</tr>
<tr>
<td>Continued global growth (no evidence of decline)</td>
</tr>
<tr>
<td>Continue to gain importance as learning intervention</td>
</tr>
<tr>
<td>Standing and impact may be diluted as become Integrated in culture</td>
</tr>
<tr>
<td>Coaching industry continues to evolve</td>
</tr>
</tbody>
</table>

Your Role in the Future…

<table>
<thead>
<tr>
<th>Understand influences on &amp; contributions to coaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>Embrace inclusive definition of coaching that values diversity</td>
</tr>
<tr>
<td>Promote collaboration and agility through integral open social network</td>
</tr>
<tr>
<td>Support others to effectively use coaching knowledge, skills, and abilities</td>
</tr>
<tr>
<td>Model &amp; live coaching moment-by-moment in every interaction</td>
</tr>
</tbody>
</table>

As a coach, how will you fulfill your role?
Remember...

Coaching is a social phenomenon for the 21st century and beyond . . .

. . . and the catalyst to the next stage of human evolution.
Thank You

You can connect with me at:

coach@vikkibrock.com