

Coaching communities

Recognising the opportunities coaching holds to unlock potential in communities, The Coaching Café has launched its Impact Programme, which provides training to individuals who would be able to provide coaching services to other individuals in previously disadvantaged communities.

The programme, presented in collaboration with The Coaching Centre, aims to equip entrepreneurs and professionals with the tools and skills to make an impact in communities.

According to Lizette Retief, co-director at The Coaching Café, coaching aims to maximise an individual's strengths, enable them to overcome challenges and difficulties and achieve their goals.

“The entrepreneurs and professionals are empowered through their own coaching process, and, through the training, are also able to share coaching skills with others in their communities,” adds Mary Gardner, co-director at The Coaching Café.

Gardner says that this ‘train the trainer’ approach will have a knock-on effect, and ultimately has the potential to stimulate entrepreneurship and economic development in communities. The programme is inspired by the desire of The Coaching Café and its associates to make a contribution in the Cape Winelands and made possible by The Coaching Centre's generosity.

The eight-module course is conducted over one year. As part of the training, the participants engage in their own coaching process to maximise their talents and abilities. Throughout the course, they are required to provide at least 20 hours pro-bono coaching to individuals in their communities. They may also arrange group coaching with, for example, entrepreneurs or NGOs which would be co-facilitated by The Coaching Café directors and associates.

At the end of the programme, successful graduates are presented with a certificate from The Coaching Centre. While not fully qualified coaches, the graduates are equipped to continue to provide coaching services in their communities and their chosen professions.