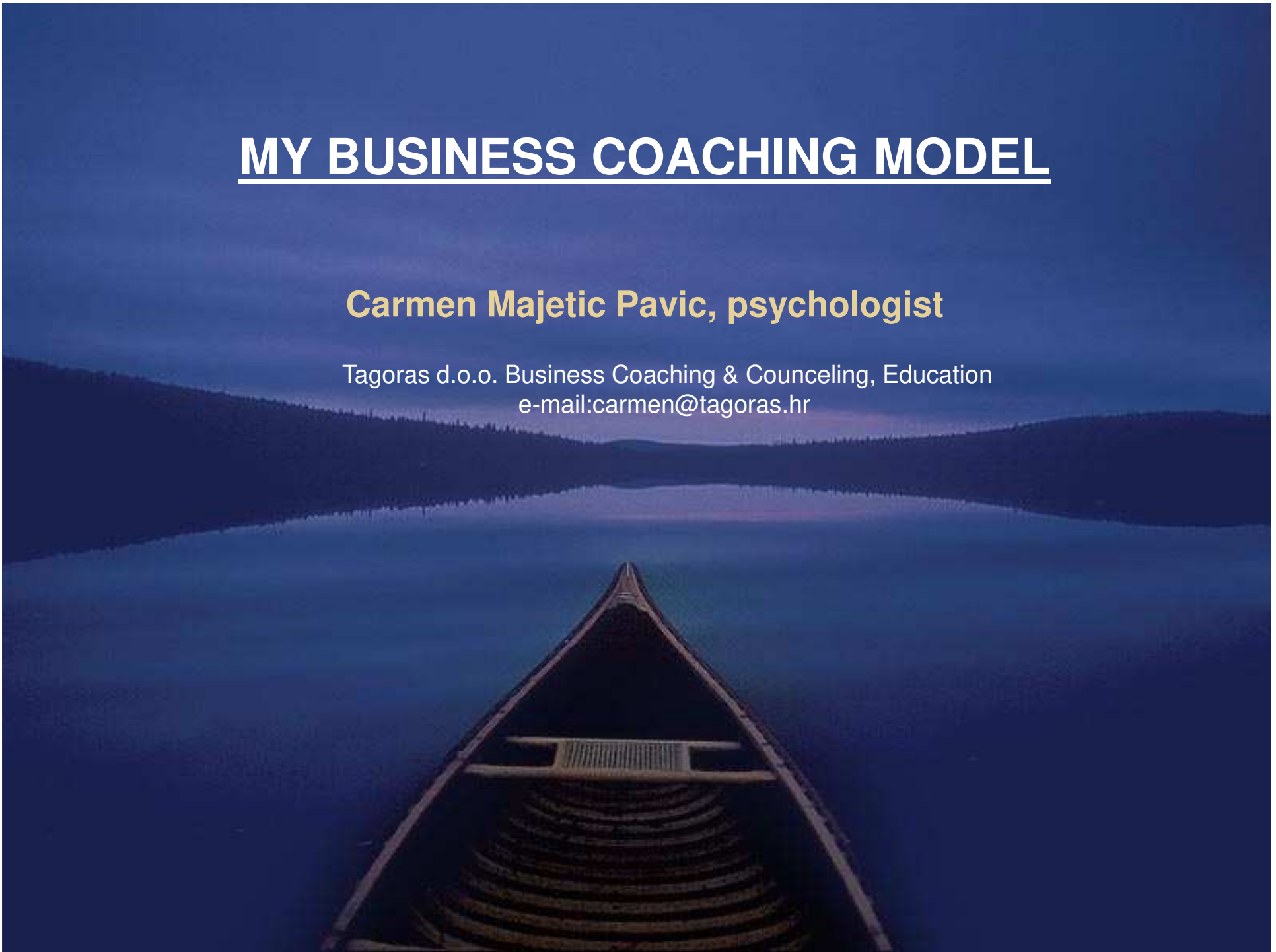


# MY BUSINESS COACHING MODEL

**Carmen Majetic Pavic, psychologist**

Tagoras d.o.o. Business Coaching & Counseling, Education  
e-mail:[carmen@tagoras.hr](mailto:carmen@tagoras.hr)



# Executive Coaching & Me

## – do we fit together?

### PERSONAL DEVELOPMENT

#### MY VALUES

- Creativity,
- Authenticity,
- Responsibility,
- Morality,
- Enthusiasm,
- Neutrality

#### MY STRENGTHS

- high degree of self – belief
- positive psychological approach
- strong desire to help and support others
- work experience

WHO AM I?

### BUSINESS BACKGROUND

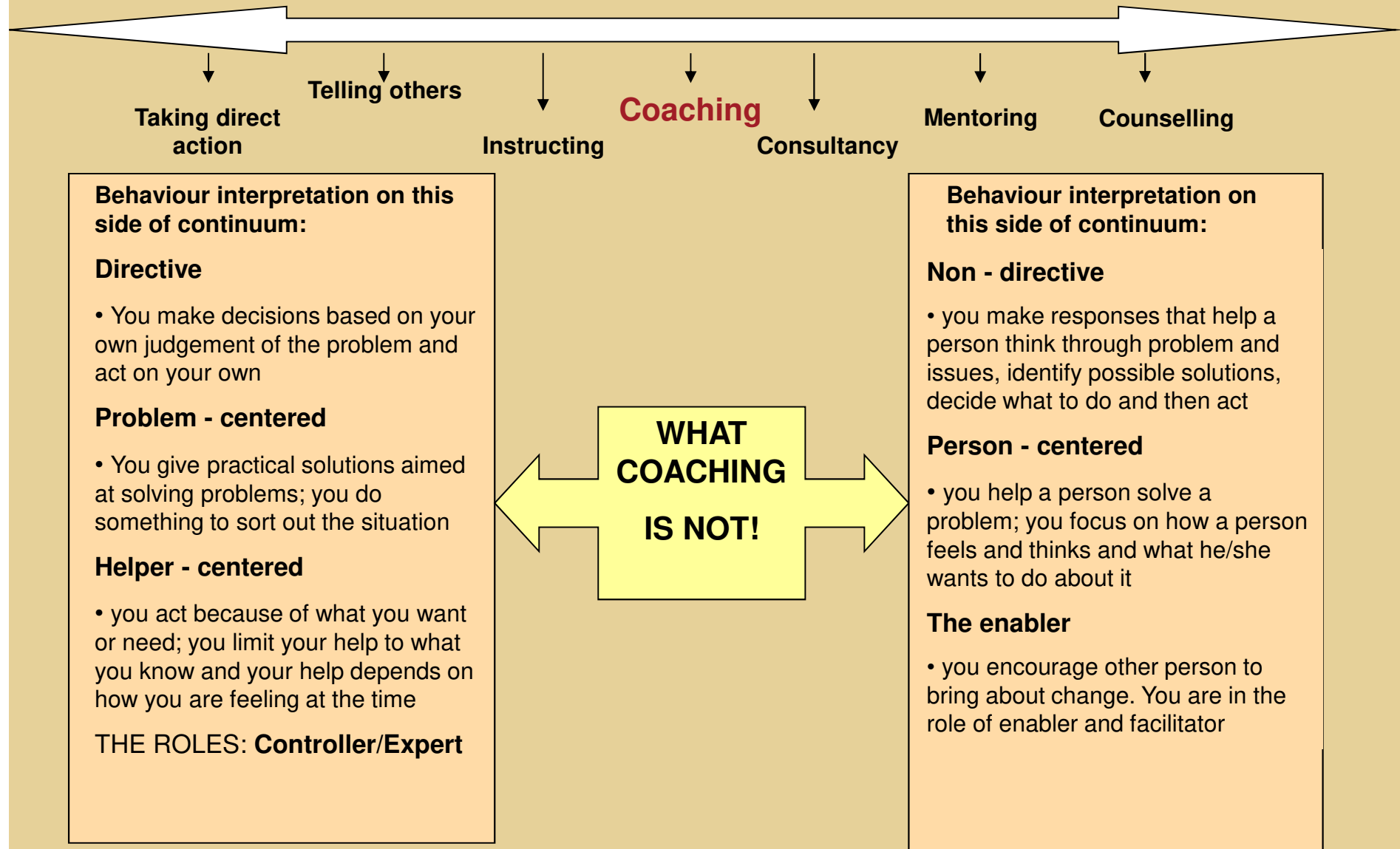
#### ALL MY BUSINESS ROLES

- PSYCHOLOGIST
- PROMOTION MANAGER
- RESEARCHER
- CRM MANAGER
- KNOWLEDGE MANAGER
- BUSINESS CONSULTANT
- COACH & TRAINER

#### INDUSTRIAL WORK EXPERIENCE:

- Cosmetics & Hygiene
  - Pharmaceutical Industry
  - Food Industry
- Awareness of:
- ICT Market
  - Telecommunication
  - Banking Industry

# WHAT COACHING IS AND IT IS NOT (1)?



# What Coaching IS?

There is more potential in us than we currently show in our lives. If we knew how to surface our potentials we would have already done so. The reality is that most of us don't. In coaching we get to surface our greatest potential.

## **Who is a Coach?**

- A coach is a thinking partner.
- A coach can be a shoulder to lean on.
- A coach stands for your greatness and success.
- A coach facilitates problem-solving.

# WHAT IS EXECUTIVE COACHING?

## What does coaching mean to you in a workplace?

- Coaching Skills for Executives are growing more popular as a way to develop both individuals and groups in a corporate setting. Why? Recent studies, as well as my own first hand experiences, show executive coaching to be the most effective means for achieving sustainable growth, change and development in an individual, group and organization.
- Learning takes place primarily through experience. When learning is guided and supported by manager, it is quicker and more effective.

### **REMEMBER:**

An employee who performs below his potential is an expensive liability to your Company, whilst employee who realises his potential will contribute significantly and therefore increase the profitability of the Company. The role of the manager is extremely important in such process.

# Advantages of coaching to an organization

- Cost effectiveness
- All information would be up to date
- Motivated staff
- Develops proficient staff
- A stand for your greatness and success

• **Executive Coaching Program is very effective and has added benefits of strengthening group identity, building trust, openness and shared culture among learners.**

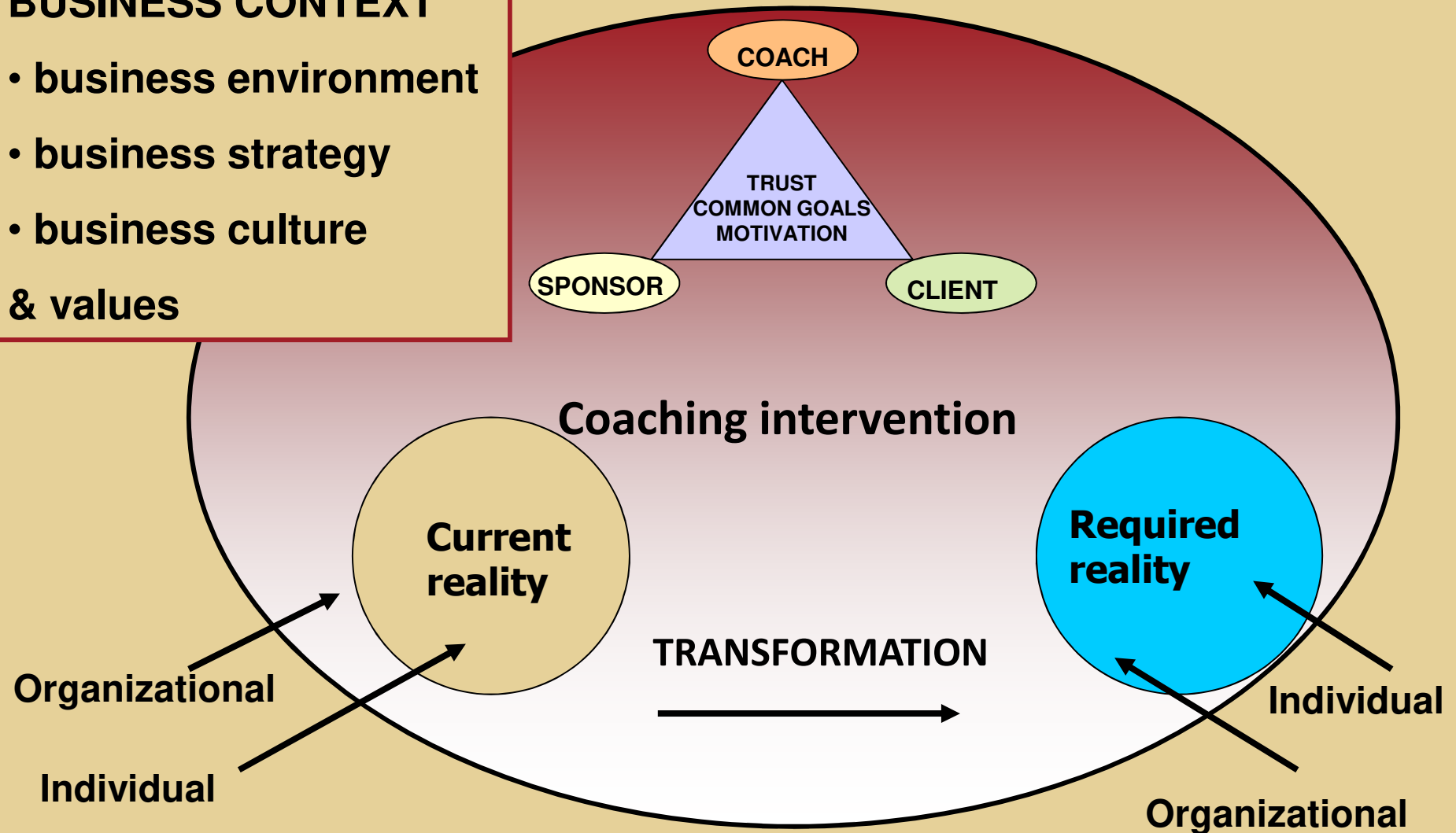
• **Executive Coaching Program provides live demonstration and modeling of coaching process while sharing challenges and learning among peer group occurs.**

• **Executive Coaching Program is custom designed to align with a company's culture.**

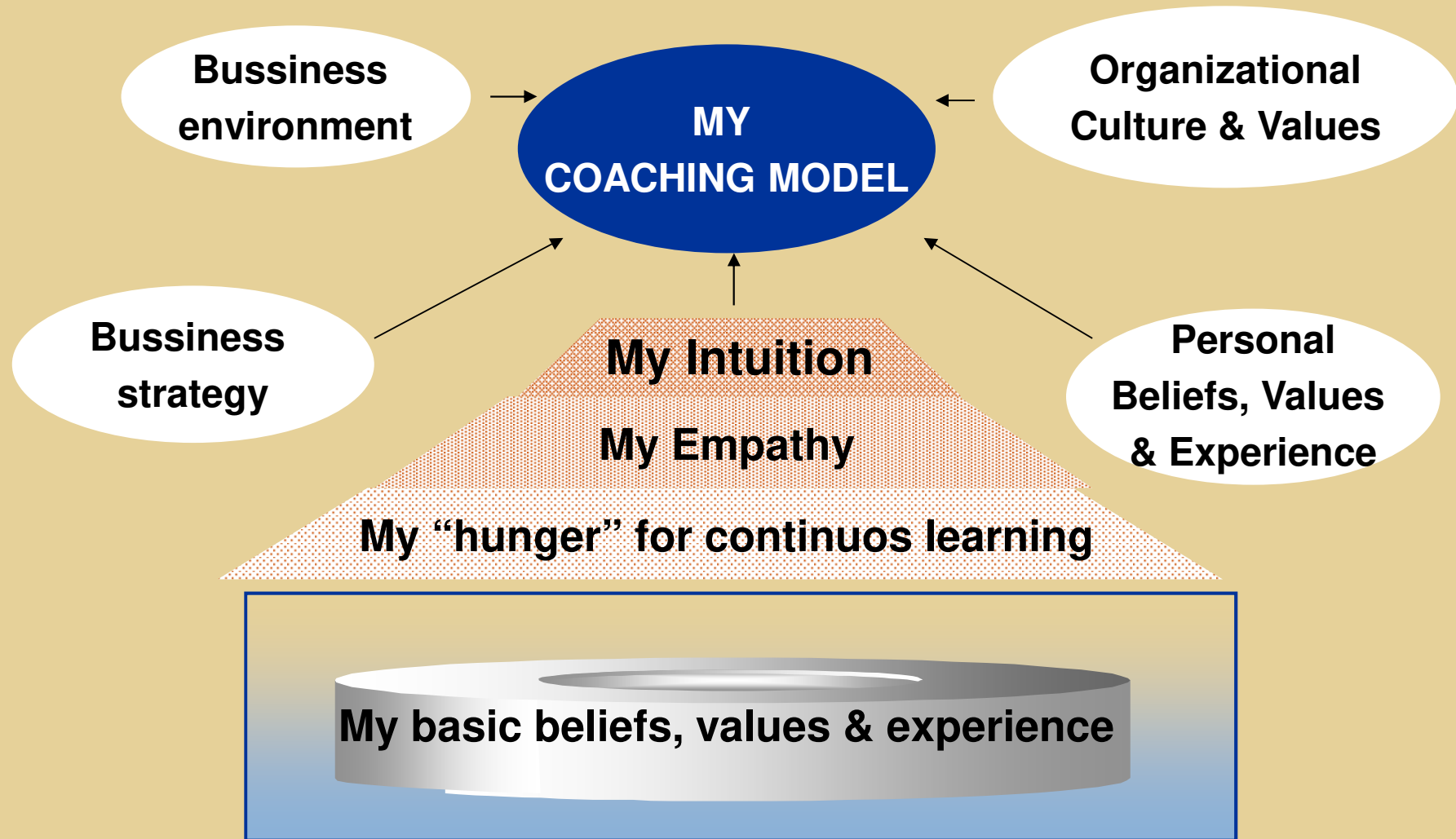
# Executive Coaching Model

## BUSINESS CONTEXT

- business environment
- business strategy
- business culture & values



# INPUT FOR MY EXECUTIVE COACHING MODEL



# Executive Coaching Model



**G**oals **R**eality **O**ptions **W**ins

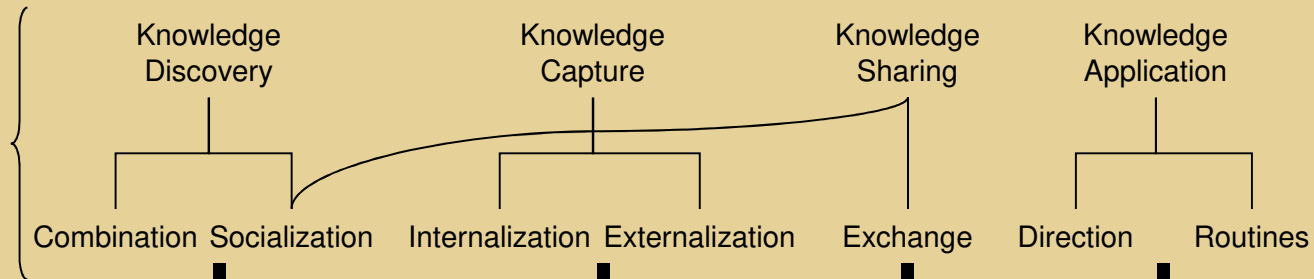
**P**lan **L**isten **A**sk **S**et Agreements

**B**alance **F**ocus **R**einforce **S**pecificity **T**imeliness

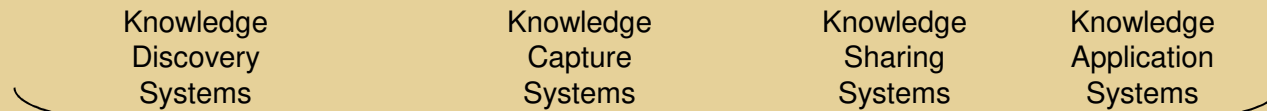
*My coaching involves considering the current reality from the perspective of both organization and an individual, and setting sights towards a required reality on both levels. The coaching sessions are the journey from one to the other.*

# MY COACHING MODEL: Shema

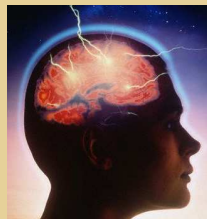
**Coaching process**



**COACH**



**Cochees level**



**Rational-analytical side, addressing 'mental models' that Client has about the world**

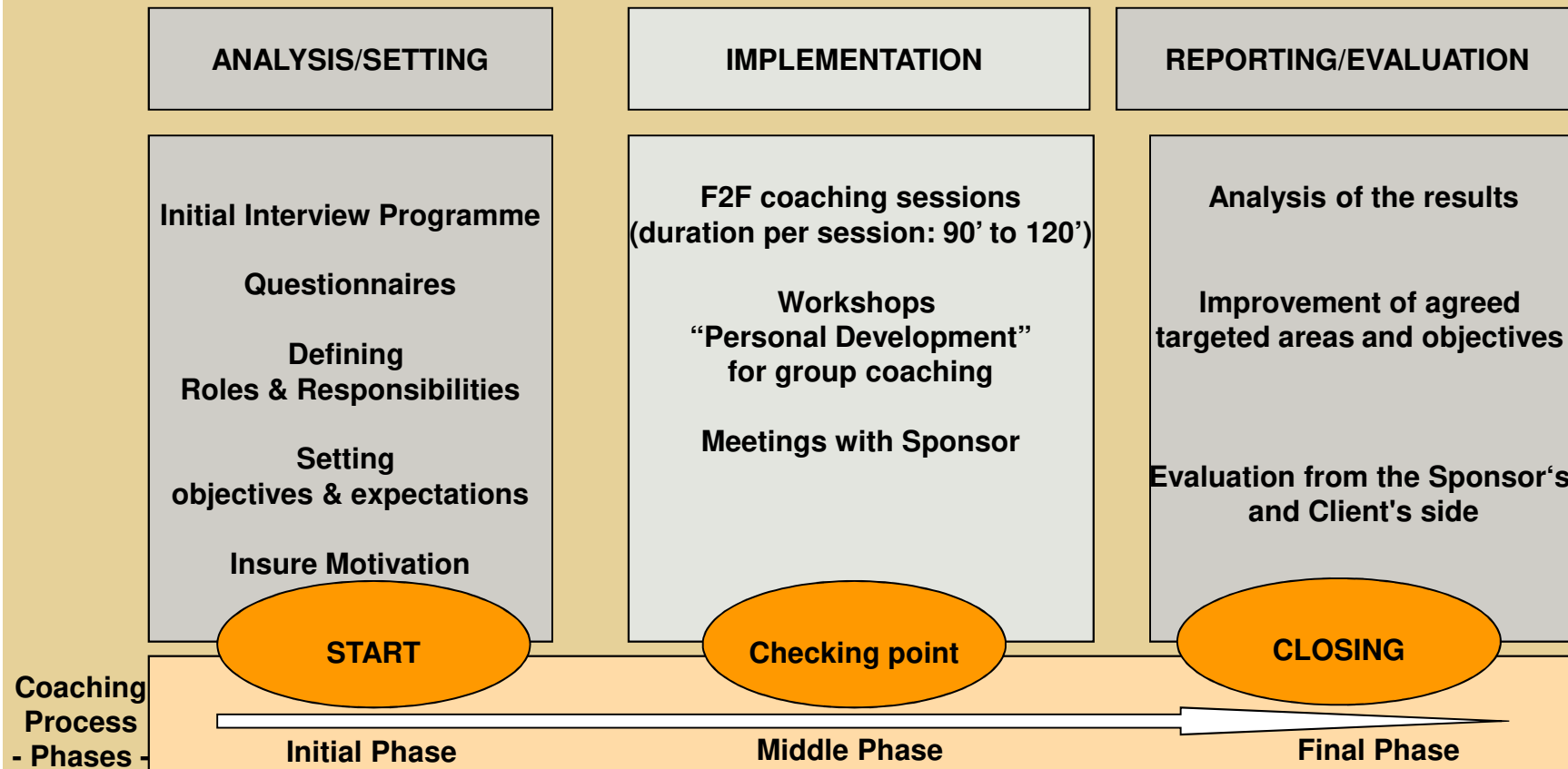
**Emotional approach to the world and changes that Client identified (feelings, belief systems, deeper stories)**



**Organizational level**



# Executive Coaching Programme: The process & phases



**Executive Coaching IS NOT REVOLUTION – IT'S EVOLUTION!**

# OUTCOMES OF EXECUTIVE COACHING PROCESS:

## Individual level

- **Changed behaviour**
- **Improved performance**
- **Awareness of limiting paradigms**
- **Increased self insight**
- **Improved relationships**
- **Improved leadership**
- **New paradigms of excellence established**

## Organizational level

- **Better business results**
- **Improved performance**
- **Team growth**
- **Revenue growth**
- **Objectives achieved**

### **Coaching outcomes:**

Escalation to new levels of success and potential, emphasis on an individual and desired business reality.

# Key Question: Do You Need a Coach?!

All of us – sometimes – need a Coach!

*„Sometimes, the grass is much greener in a neighbourhood!”*



...the cow definitely needs a coach to get back “on the track” 😊!

# Importance of Faith

## This is Faith – a dog!

His owner J.Stringfellow has given up her teaching post and plans to take him around the world to preach that even without a perfect body, one can have a perfect soul'.



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In life there are always undesirable things. Perhaps we can feel better about ourselves if we realize just how good we have it.

I hope this message will bring fresh new ways of thinking to everyone and that everyone can appreciate and be thankful for each beautiful day that follows. Faith is the continual demonstration of the Strength of Life.

# Carmen M. Pavić: CV Card



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- I have over twenty years of experience in Marketing & Sales and Human Resources Management in three verticals: cosmetics and hygiene, pharmaceuticals, and food industry. Also, I possess a wide range of managerial and consulting experience in an international environment, leading international teams mostly in the CEE region. I have developed and implemented Sales Force Effectiveness in several markets of the CEE region. Furthermore, I was responsible for conducting innovative marketing initiatives and CRM philosophy during my work in the PLIVA Pharmaceuticals.
- I have also worked as a Program director for HR BUSINESS ARENA for five years (international conference for human resources management). I have participated in a series of business training programs, and active lecturing at conferences in Croatia and abroad.
- I have participated in several EU projects as a mentor, a lecturer and a coach (Entrepreneurial development programs for women and youth).
- I have been working for the EBRD as a business consultant and a trainer in the field of Business Strategy, Leadership, and Human Resources Management. Today, I am the owner of TAGORAS company and I am currently working as a Business Consultant, Executive & Wingwave Coach, Trainer and Mentor.

**Areas of Expertise:** Organizational development, Business Strategy and Human Resources Management, Business Coaching and Mentoring, Marketing and Sales