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Individualizing structural problems in coachings with female executives – An applied gender linguistic perspective**Description of content of contribution**

This applied gender linguistic project sets off from the well-established theoretical assumption of "doing gender, while working", to be more precise from "doing gender, while doing coaching" (Abdul-Hussain 2012; Möller 2014; Schigl 2016). While gender is omnipresent on each and every level of the coaching interaction (Graf 2016), the current project focusses on the individualization of structural problems by female executives and how such individualizations are met and pursued by the coach (Graf & Abdul-Hussain in Vorb.). Based on the linguistic understanding of coaching as co-constructed interaction and conversation, the project sets out to answer the following research question: What type of issues do female clients individualize and how are these discursively co-constructed by coach and client? And are there also less-dominant discourses of femininity and leadership to be found? Given that in doing gender, dynamics emerge that tone the process and can be risky if they are not aware and reflected (Philips 2014), the academic goal is to gain a better understanding of the discursive practices in the context of "doing gender, while doing coaching". The practical goal of this applied gender linguistic project is to sensitize coaches for such implicit gender stereotypes and gendered discourses and enable them to address and reflect those with their female clients in order to allow for their emancipation and agency to grow. The research is based on authentic coaching data, i.e. linguistically transcribed coaching processes between female clients and their female coach (Graf subm.). The data is analyzed with concepts from Conversation Analysis, i.e. membership categorization device (Stokoe 2010) and from Discursive Psychology, i.e. subject positions, interpretative repertoires and ideological dilemmas (Edley 2001, Edley & Wetherell 2008).

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