

**Dr. Tatiana Bachkirova, Oxford Brookes University**

Key-Note, 18. Juni 2014

Philosophy of Developmental Coaching as a new Paradigm for Society

The aim of science is not to open the door to infinite wisdom, but to set a limit to infinite error.

Bertolt Brecht

Coaching is often described as an immature field that still needs to prove that it *works* as an intervention in the name of science. It is however rarely questioned what 'works' really means and what values and assumptions are behind this demand. In this presentation I will try to do just that by means of comparing a business model of coaching with an alternative model of developmental coaching. We will discuss the underlying philosophy of business coaching and developmental coaching together with other parameters such as their main focus, nature of contract and the role of the coach. I will argue against reductionism in research on coaching and propose a more honest and respectful ways for all stakeholders to plan and deliver coaching service. We will also learn about a new approach to coaching that gives equal value to the needs of the clients and their wider environment. It is possible to see this approach as coaching for future society.

About Dr Tatiana Bachkirova, MEd, MSc, PhD, C Psychol, AFBPsS

Tatiana is an academic, coach and coaching supervisor. At Oxford Brookes University, UK, she is a Reader in Coaching Psychology, teaching and supervising coaches on MA and Doctoral programme in Coaching and Mentoring. She is also responsible for an MA in Coaching and Mentoring Practice in collaboration with the University of Hong Kong. Tatiana is a Chartered Occupational Psychologist and an Associate Fellow of the BPS. She has been involved in many consultancy projects and was a speaker at many conferences and master classes nationally and internationally. She was the first co-editor in chief of *Coaching: An International Journal of Theory, Research and Practice* and continues to serve as a member of the editorial boards of three academic journals. She is also the director of the annual International Conference in Coaching Supervision. In 2011 she received an Achievement award in recognition of distinguished contribution to coaching psychology from the British Psychological Society, Special Group in Coaching Psychology. Being an active researcher she is also passionate about helping others to develop their research on coaching. Her publications include many articles, book chapters and three books including *Developmental Coaching: Working with the self*.



Other recent publications

- Cox, E., Bachkirova, T. & Clutterbuck, D. (Eds) (2014 in press) (2 ed) *The Complete Handbook of Coaching*, London: Sage.
- Bachkirova, T. and Shannon, N. (2013) Self-deception in leadership from a developmental perspective, *Integral Leadership Review*, June 2013.
- Bachkirova, T. (2013) Developmental coaching: Developing the Self, in J. Passmore, D. Peterson & T. Freire (Eds) *The Wiley-Blackwell Handbook of the Psychology of Coaching and Mentoring*, Chichester: John Wiley and sons Ltd, pp.135-154.
- Bachkirova, T. (2012) The role of the self and identification with an organisation as factors influencing work-related stress: implications for helping, *Counselling Psychology Quarterly*, Vol .25, No 1, pp. 49-62.
- Bachkirova, T. (2012) Let us not throw out the individual baby with the non-systemic bath water, *International Coaching Psychology Review*, Vol. 7, No 1, pp. 98-100.
- Bachkirova, T., Jackson, P. & Clutterbuck, D. (Eds), (2011) *Supervision in Coaching and Mentoring: Theory and Practice*, Maidenhead: Open University Press.
- Bachkirova, T., Sibley, J. & Myers, A. (2011) *Development of an instrument for microanalysis of coaching sessions*: Report on the research project for the Institute of Coaching, Harvard Medical School.
- Bachkirova, T. (2011) Guiding Light? Coaching Supervision, *Coaching at Work*, Vol.6, Issue 5, pp. 46-49. (This paper won a Runner-Up award 2013 from *Coaching at Work* for the Best Thoughts Leadership Article).

E-Mail

tbachkirova@brookes.ac.uk