



The C2C Barcamp

September 7 & 8, 2013 at Fachhochschule Brandenburg

Documentation

Topic: New approaches to coaching and consulting

Project institution:	University of Applied Sciences Brandenburg Magdeburger Str. 50 14770 Brandenburg/Havel
Academic director	Prof. Dr. Friedrich Holl
Academic co-director	Prof. Dr. Klaus-Dieter Müller
Chaiman of advisory board	Dirk Kiefer
Project manager and researcher	Noémie Causse
Researcher	Josephine Hage

www.creative2c.info | www.facebook.com/creativecapitalconference | www.twitter.com/c2conference



EUROPÄISCHE UNION
Europäischer Sozialfonds



LAND
BRANDENBURG

The European Social Fund – Investing in your future!

The creative capital conference (C2C) is funded by the Ministry of Labour, social affairs, women and family with funds from the European social fund and the state of Brandenburg)

Session: New approaches to coaching and consulting

Host: Jörn Krug, IBF-Institut, Potsdam, Germany



Introduction and description of topic:

Jörn Krug (JK) is a scientist at Filmschool Babelsberg and works as a coach at the IBF-Institut. Before, he built „Media Exist“, a platform for creatives of the region of Berlin-Brandenburg who want to set up businesses. Most of his clients think that regular coaches and consultants do not really offer suitable services. This is one of the reasons why he and his colleagues published the book „Beratung und Coaching in der Kreativwirtschaft“ (Kohlhammer Edition Kreativwirtschaft, 2011, Klaus-Dieter Müller, Wolfgang Fischer, Jörn Krug). For him, coaching is more like a mid-term/ long-term process. It gives the client the chance to work on his/her own and it can fail easily if the interests are going apart. He sees consulting more in a short-term perspective, as a knowledge transfer from an expert to someone else. On the

other hand, a coach has to accept the clients' opinions.

Theses and major points for discussion:

In this session, the host and the participants discuss the following assumptions:

1. Thesis 1: Each stadium needs a specific coaching method/ consulting approach.
2. Thesis 2: The different structure of creative industries leads to a need of different instruments.

The core question is: **“What are the best methods for each entrepreneurial stage (experimental, pre-start up, start up, growth phase, etc.)?”**

The results of the participants' brainstorming on the thesis:

- Coaching is built on trust.
- A coach / consultant needs expertise.
- Looking at the personalities is important in both consulting and coaching.
- Understanding the clients' motivation, finding out their individual talents, USPs and needs and helping them to develop strategies is important
- It is difficult to be coach and consultant at the same time.
- It's all about the mix.
- Coaching includes observing by participating
- Every step in the process has its challenges.
- The quality of a consultant must be to have her/ his own techniques so that people can choose.

Examples:

- The growthwheel-checklist, Copenhagen (<http://www.growthwheel.com/>) = a tool for decision making in start-up and growth companies. It helps entrepreneurs and advisors get focus, set agenda, and take the next step.
- The action learning approach: http://de.wikipedia.org/wiki/Action_Learning

Summary / Conclusion:

The learnings of this session are not easy to summarize. This might be explained by the complexity of a coaching/consulting process. Every client has a different background and therefore different needs so that each process is individual and tailor-made.

Do we need specific services for each step?

There might be appropriate advice according to each phase and a coach should let go if he/she is not the right coach.

Is there a specific structure of Creative Industries?

Maybe it is more about the questions: How can people choose the right coach/consultant?, Has the public body knowledge about the track record?

What is essential in coaching and/or consulting:

- experience of the coach / consultant is important but should not dominate the process
- awareness, empathy and dialogue are essential
- reflect on the right mixture if you are using elements of coaching and/ or consulting
- empowerment of the client is important
- a coach should be passionate about what he/she does

Links:

IBF-Institut: <http://www.ibf-institut.de>

HFF Potsdam: <http://www.hff-potsdam.de>

Media Exist: <http://www.mediaexist.com>