

Ethnographical Coaching – Increasing your Awareness

An innovative way to enable yourself to understand more about how you operate in the workplace. Imagine being able to become aware of what you don't know you don't know.....?
How would it be if you had more insight into the way you communicate and operate in the workplace?

What is Ethnography?
Ethnography involves observing the people's behaviours in their natural context. It's a term used commonly in research by anthropologists understanding the link between culture and behaviour, and more recently has been used by market researchers to predict the trends and needs of consumers

- Some areas we might examine**
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|------------------------------------|--------------------------|
| Cognitive: | Behavioural: |
| - Time Prioritisation | - Emotional Intelligence |
| - Time Management | - Social Intelligence |
| - Decision Management | - Listening |
| - Delegation | - Questioning |
| - Information Processing | - Rapport Building |
| - Evaluation 'what is a good day?' | - Flexibility |



Benefits

- Allows a holistic overview - every area of your workplace life is available for observation from time management to social intelligence.
- 'Blind spots' are revealed for your awareness
- Demonstrates to those around you that personal development is important
- An excellent way for busy executives to commence the coaching process to understand areas potential performance enhancement.

How does it work?

- One of our experienced behaviour coaches accompanies you on a day(s) work observing how you operate, communicate and process information in your work environment
- In addition, we can interview people you have interactions with to give further insight
- As a result of this we discuss your awareness on the perceived effectiveness and impact of your behaviour and processes in different contexts.



Changing Behaviour to Realise Potential