

COACHING TRENDS IN ROMANIA

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Abstract: The purpose of this study is to determine the future coaching trends in the Romanian market in the short, medium, and long term. We conducted a qualitative analysis where we administered a semi-structured, in-depth interview with 10 coaches asking them to share their opinions about the incoming trends in the Romanian coaching market. We note that the answers provided by coaches indicate a strong tendency for future growth in coaching; the public's awareness of this topic is estimated to increase, especially because most organizations will realize that they can no longer cope with the new waves of change in the markets and in people's behavior. This study can benefit experts interested in the current state of coaching, as well as decision-makers who seek to implement coaching in their organizations or in their personal lives. This work highlights valuable results that can act as starting points for additional research. This type of study is rare in Romania, and hence, this present study is important for understanding the impact of coaching trends in the Romanian market in the short, medium, and long term.

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Keyword: Coaching, Trends, Romania, Qualitative research, in-depth interview.

Introduction

Coaching was introduced into Romania in the 2000s in a market that, in the beginning, was slightly apprehensive and distrustful of the results that this process might offer to individuals and organizations. It failed to gain momentum quickly in Romania. Only after the establishment of new foreign capital companies were Romanians introduced to coaching, and they began to view it as a process that helped people to understand and to grow and develop themselves either personally or professionally. Botton (2004) considered that in our meritocratic world, with prestigious and well-paid jobs being filled based on intelligence and personal skills alone, wealth is a sign of strength. Today, affluent people are not just wealthy, they are developed personally.

Often, both small and medium-sized enterprise employees and entrepreneurs realize they need a change in their lives.

People seek coaching sessions because they wish to achieve that change. They want to surpass themselves, be better at what they do in their careers and in their personal lives, be richer from a spiritual point of view and wiser, or attain self-fulfillment. People might seek coaching sessions because they have continually ignored their need for self-fulfillment due to money, time, or family limitations. They may have neglected themselves, and this inevitably leads to a feeling of unease. As a result, many people start to develop states of anxiety, stress, fatigue, concentration disorders, panic, and excessive negative emotions.

Considering these notions, we have set out to determine the future trends of coaching in Romania.

Data and Methodology

The purpose of this study was to determine the future coaching trends in the Romanian market for the short, medium, and long term.

To achieve this objective, we conducted a qualitative analysis where we administered a semi-structured, in-depth interview with 10 coaches holding national and international certification, asking them to share their opinions about the incoming trends in the Romanian coaching market in the short, medium, and long term. These timeframes were 2017 - 2018, the next five years, and the next ten years, respectively. The interviewees were life and business coaches with more than three years of experience in the city of Iași, Romania. The interviews were conducted between September 25 and October 30, 2016. The duration of each interview was one hour. Subjects were asked three open questions and were allowed time to think about these and to give free and detailed answers.

The three questions of the interview guide were:

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1. What impact will the coaching trends have on the Romanian coaching market in the short term“?
2. What impact will the coaching trends have on the Romanian coaching market in the medium term “?
3. What impact will the coaching trends have on the Romanian coaching market in the long term”?

Results and Discussion

Table 1 summarizes the results of this study.

Table 1: Coaching trends in Romanian coaching market for the short, medium, and long term		
Short term	Medium term	Long term
<p>1. The number of coaching schools in Romania will increase.</p> <p>2. The number of certified coaching experts will increase.</p> <p>3. The number of e-coaching sessions (coaching through digital means) – via telephone, Skype, e-mail, and chat – will increase compared to the face-to-face coaching sessions.</p> <p>4. The number of persons (natural persons or legal persons) interested in using coaching services will increase.</p> <p>5. Distance learning via webinars will gain momentum in Romania.</p> <p>6. The number of online students will increase significantly.</p> <p>7. The number of educational Web sites will increase. Web sites will focus on creating and providing unique content that has value for their users.</p> <p>8. Organizations will realize that they need to invest time, human resources and money into coaching programs.</p>	<p>1. The public’s awareness of coaching will increase.</p> <p>2. The vast majority of organizations will realize that they can no longer cope with the new waves of change in the markets and in people’s behavior, so they will employ or contract various certified coaches, either internal or external.</p> <p>3. Organizations will send their employees to attend coaching sessions.</p> <p>4. Coaching as a tool will be used more and more by people, both in their personal lives and in their professional lives.</p> <p>5. The number of training and continuing education courses for coaches will increase.</p> <p>6. Coaching will be promoted far more intensely.</p>	<p>1. The vast majority of organizations will employ a coach to help the staff gain self-confidence, make decisions, innovate, and manage risks.</p> <p>2. The number of team coaches will increase.</p> <p>3. The number of organizational leaders that will attend a coaching course will increase.</p> <p>4. The number of pseudo-coaches will increase.</p> <p>5. Organizations will learn to be more transparent and more open towards their staff, partners, and customers.</p> <p>6. The number of personal coaches will decrease, because companies will seek to have in-house coaches, to cut costs.</p> <p>7. There will be more life coaches for individuals interested in changing their life path, for dealing with health problems, for students, for couples, and for small businesses.</p> <p>8. The amount of innovation in organizations will increase.</p> <p>9. People will learn to become independent and make decisions themselves.</p> <p>10. Customer satisfaction will increase and so will sales because employees will approach customer problems from a coaching perspective.</p> <p>11. Employee morale will improve because employees either will attend a coaching course or will have an in-house coach.</p> <p>12. The efficiency and effectiveness of coaching will be measured by organizations based on the number of innovations, the number of happy customers, and the number of new customers.</p> <p>13. Organizations will focus on creating a work environment based on learning, mutual trust, and personal development, which will offer the best employees the opportunities they need.</p>
Source: Authors		

Concerning the answers almost every coach had a different opinion to the others. Therefore, their answers were unique, except for a few cases involving forecasts for the short term (1 - 2 years):

- The number of coaching schools in Romania will increase (five coaches out of 10),
- The number of e-coaching sessions will increase compared to the face-to-face coaching sessions (10 coaches out of 10), and
- Distance learning via webinars will gain momentum in Romania (five coaches out of 10).

With regard to the coaching trends for the medium term (3 - 5 years), 10 coaches out of 10 said that the public's awareness of coaching would increase. The rest of the answers were unique.

Then, for long - term trends (5 - 10 years), seven coaches out of 10 said that the number of pseudo-coaches would increase, while 10 coaches out of 10 said that people would learn to become independent and make their own decisions. The rest of the answers were unique.

We note that the answers provided by the coaches indicate a strong tendency for future growth in coaching; the public's awareness of this topic is estimated to increase, especially because most organizations will realize that they can no longer cope with the new waves of change in the markets and in people's behavior. People need to become what they must be. Ignoring the need for self-fulfillment leads to anxiety (Bolchover, 2006). Leaders will want to change if they receive support and encouragement. This is the part that coaches will continue to play. Free market capitalism evolves into the knowledge-based economy. Leaders must learn more and more, but there is insufficient time for them to do that (Goldsmith, 2004).

Using Skype and other instant messaging services, coaching sessions can be conducted without the need for either party to travel. Therefore, webinars combined with online discussions can be an efficient way to exchange knowledge within organizations, thus allowing people to learn from one another.

For instance, intranet systems in organizations facilitate both learning and the development and improvement of organizational performance. This is because these systems can reflect knowledge coded in the shape of change and organizational initiatives aimed at helping employees accept and adapt to changes in a way that is compatible with their personal objectives and values (Goldsmith, 2004).

We noticed a certain concern among coaches regarding the increase in the number of pseudo-coaches in the Romanian market. One for this concern is that coaching has yet to consolidate in the market, and this means that the potential clients could easily be confused about the meaning of coaching. This is true especially considering the existence of so-called coaches who do not hold the necessary certificates to work in this line of business, leading to a great deal of shortcomings in the field of coaching.

While the data in this study cannot be extrapolated, it can be used as a starting point for further research concerning coaching trends.

Conclusion

This study can benefit experts interested in the current state of coaching, as well as decision-makers who seek to implement coaching in their organizations or in their personal lives. This work highlights valuable results that can act as starting points for additional research. Furthermore, the findings indicate a constant interest in developing and individualizing coaching as a profession in its own right.

This type of study is rare in Romania and hence, the reason this current study is important for understanding the impact of coaching trends in the Romanian market in the short, medium, and long term.

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