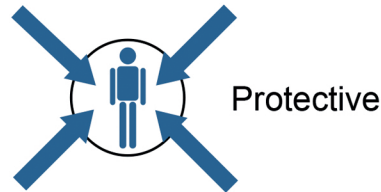


Coaching helps you to act effectively with heart and mind in times of change



Passive attitude
"I am told to do it"



Defensive and disapproving

*"I do it the way
I used to do it"*
Fear & separation

Self-protection & isolation

Unsatisfied needs

Personal responsibility
"I play an active role"



Appreciative and proactive

*"I want to make
a contribution"*
Pride & flow

Creative power & team play

**Satisfied needs
recognition & loyalty**

Supporting the
change in attitude
by means of facili-
tating the process
of awareness
raising in the project