



The 'early birds' of innovative online-coaching

An ingenious merger between five certified online coaches seeks to extensively expand the possibilities of the traditional working routines of coaches. Using the innovative CAI® coaching software in the CAI® Coaching World, the advantages of clients and coaches are plentiful.

multimedia developments, we are now able to offer clients and companies answers to contemporary and future needs which also correspond to the realities of the working world," Ulmer notes.

TEXT: NANE STEINHOFF | PHOTOS: RAINER KRUEGER | CAI GMBH | FOTOLIA

"We are the 'early birds' of a growing network of CAI® certified online coaches in German-speaking countries – almost like a syndicate. We want to tackle prejudices and concerns towards online coaching with expertise and professionalism," Anke Ulmer, coach, explains. The five certified coaches all have enjoyed profound education in systemic, solution-oriented coaching and agree on one principle: that regular supervision and quality assurance combined with continuous, personal and professional development are integral parts of their professional practice. "Thus, we have searched for a way to meet the changes in our global working world. With the help of IT and



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Opposite: Whether at home or at the airport; online coaching is possible everywhere. Photo: Rainer Krüger

All five coaches: Anke Ulmer, Dr. Marion Benson, Hans-Ulrich Dehnicke, Rainer Krueger and Juergen Bitzenauer, "are taking on comprehensive quality assurance- and evaluation tests and comply with the CAI® ethical guidelines," Hans-Ulrich Dehnicke says. The team works with the innovative CAI® online-coaching software. "Whether you're in Munich, London or Tokyo or whether you work in the office, are at home on the sofa or currently waiting for a flight, online coaching is possible anywhere at any time," Dr. Marion Benson explains. Dehnicke adds: "With CAI® even synchronous and asynchronous working can be combined. The client can simply enter the recorded coaching process and independently work on it for example." The online-coaching platform is browser-based and can be accessed from any mobile terminal without the need to download a special program. Exceeding the possibilities of common coaching, CAI® impresses coaches and clients alike. "Crucial for the success of cybercoaching is the trust in the coach and the trust in, as well as the professionalism of the used system. CAI® Coaching World offers multimedia solutions and services for systemic, solution-oriented coaching - from describing the issue and the situation to resource activation, identification of goals to finding solutions, planning measures

and evaluating the process," Dehnicke explains.

The software offers many innovative functions for coaches, such as client administration, a billing feature, knowledge sharing and intuitive handling of different coaching tools which are constantly adapted to the respective individual coaching process. With the highest degree of data security and a strictly secured access, the software documents all processes, offers a variety of interactive tools and various coaching formats, such as business coaching, transfer coaching, group coaching conferences, competency diagnosis or self-directed training programmes. Clients can even combine teaching sessions with a coach with individual self-teaching sessions.

"Communication with the client is accomplished via integrated chat, audio and video functions; even alternative face to face coaching sessions are integrable without a problem," notes Juergen Bitzenauer. Besides temporal and spatial flexibility, advantages for clients also include the possibility of "neutral feedback through sparring partners, the possibility of reflection and the possibility of 'ad hoc' sessions at short notice whenever required," Bitzenauer adds. "The program is also highly effective. It has

become evident that online-coaching gets to the point quicker than common coaching. For example, disturbances or distractions have less impact and don't get noticed too much. Additionally, the synchronic, written working helps many clients to focus," Dr. Benson says. She adds: "Depending on a client's wish, all forms of communication (video, audio, chat, pictures or character function) can be used or a selection can be agreed upon. Thus, online coaching can be individually adapted to each type of learner and is therefore especially long-lasting."

The factor of saving resources is an important one too. With CAI®, clients don't have any travel time or costs, which normally are far higher than the user fees for the platform. "Energy isn't lost in traffic and time, as well as nerves are spared," Ulmer notes. She concludes: "Last but not least we want to let people experience how much fun it can be to transparently transform a problem into practical solutions in a structured way with the help of various visually appealing coaching tools." If you are interested or would like to know more, you could contact one of the partners directly or visit the CAI® World website.

www.cai-world.com



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