



## **WHY COACHING IN HIGHER EDUCATION**

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***"You perform, you earn a mentor. You excel and show ambition, you hire a coach!"***

Coaching is often misunderstood in academia as merely a remedy for performance issues. It's time to shift this narrative to reflect its real value: coaching is a powerhouse for empowerment and progress. Rather than being a tool for fixing problems, coaching must be viewed as a catalyst for unlocking potential, sparking growth, and inspiring fresh, creative ideas. It enhances individual strengths and offers strategic insights, helping everyone confidently navigate their learning and academic journeys.

Higher education is a challenging arena where expectations are rigorous. Constant evaluation of productivity and achievements can wear people down, often diminishing their self-motivation. Learning institutions are hierarchical, customer-centric structures where people frequently must achieve the best results with the fewest resources. However, there is room to encourage innovative approaches. Throughout my career, I've consistently encountered academic leaders deeply committed to supporting individual and collaborative efforts, fostering a culture of effectiveness and excellence.

The academic world requires transformative approaches to address its evolving challenges. This is where coaching becomes an invaluable pathway, serving as a beacon of support and advancement for individuals. By nurturing aspirations and fostering resilience, coaching empowers creative minds to thrive amidst institutional challenges and realize their full potential.

Imagine if coaching were as familiar and valued as having access to the library or IT support. Students, faculty, staff, and administrators could use coaching to hone their skills, explore new career paths, and connect their work to real-life applications while maintaining a healthy work-life balance. By integrating coaching into the fabric of academia, we promote continuous learning, resilience, and innovation. It breaks down the silos between disciplines, fostering interdisciplinary problem-solving.

Let's champion coaching as a symbol of our commitment to excellence and growth. Embracing coaching means empowering individuals and institutions to thrive in our complex world, shifting its role from a remedial tool to a source of strategic empowerment.