

PEER BULLETIN

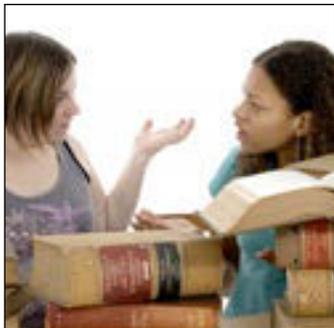
Navigation Tools for the Heart, Mind, and Soul™

OCTOBER 1, 2013

ISSN: 1488-6774

NUMBER 229

A Magazine for Peer Assistance, Mentorship, and Coaching (International Edition)



Peer Resources 

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FROM THE SOURCEBOOK OF COACHING HISTORY

THE GROWTH OF COACHING AS SEEN IN THE UNITED KINGDOM

VIKKI BROCK



(Editor's Note: Vikki Brock has graciously prepared a number of brief stories from her book: *The Sourcebook of Coaching History*. Each month during 2013, the *Peer Bulletin* is privileged to include one of these stories. Note: Links typically are for current work of group or individual.)

In the United Kingdom in the late 1970s, there was a wave of interest in managers as coaches. According to [David Megginson](#), this was because corporations “wanted their managers to coach rather than to use command and control.” Megginson and [Tom Boydell](#) finished writing a coaching book for managers in 1977, which sold 10,000 copies before 1990. Megginson further stated that “their definition of coaching at that time dealt with a skill set to be used by a manager. We say that coaching is a process in which a manager, through direct discussion and guided activity, helps a colleague to learn to solve a problem or do a task better than would otherwise have been the case. One of the skills of a good coach is that his ideas become merged with the ideas of those he is coaching. Another way of saying this is that a coach is never the same after he/she has worked with a client.”

In 1980 [Sir John Whitmore](#) brought the Inner Game technology from the United States to

England and delivered (along with Graham Alexander and Myles Downey) it to individual practitioners in sports and later in business. In a conversation with Sir John, he said “If we look at coaching’s spread into Europe, I think coaching really started in England quite a lot before anywhere else in Europe. This was because we had Inner Game colleagues who went and spread it out to other parts of England and it mushroomed....England was a little further ahead in terms of the humanistic therapy than it was on the continent. This is due in part because we had the same language as Americans and coaching got to England first.”

Yet, according to Peter Szabo, in the German-speaking world, Dr. [Wolfgang Looss](#) is the grand old man of business coaching. A psychologist, he recognized the power of giving a space for reflecting to people who were in managerial positions, and in the late-1980s he reframed what psychologists were doing in business with ideas from the U.S. and the U.K. and called it coaching. He was one of the key pioneers in making coaching acceptable for top executives in the business community.

“Carl Rogers (1902-1987) was an Esalen psychotherapist whose greatest influence on coaching was his client-centered approach, which was about goals and the client leading the process.”

~ Vikki Brock ~

Executive coach and coaching historian

[Biography](#)