

## Coaching based on human values – for a profound result

Our social and professional environment has changed rapidly in recent decades. I believe never before in the history of mankind change did take place so quickly.

Technology has an enormous influence on the today's communication style, work processes are radically being changed, technology replaces manpower. Knowledge is available almost inexhaustible, in quantities a human brain (still?) is not able to fully process or absorb.

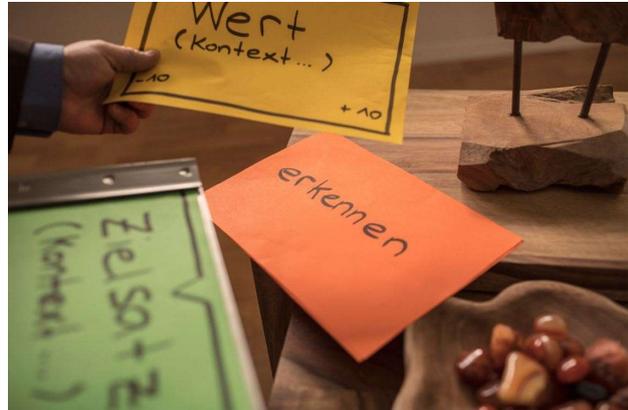
It is no wonder that the number of people who are overwhelmed by this development is increasing. Stress, anxiety, blockades etc can be the result of this development. In my opinion, this tendency has not yet reached its climax.

But what can be the reason for this?

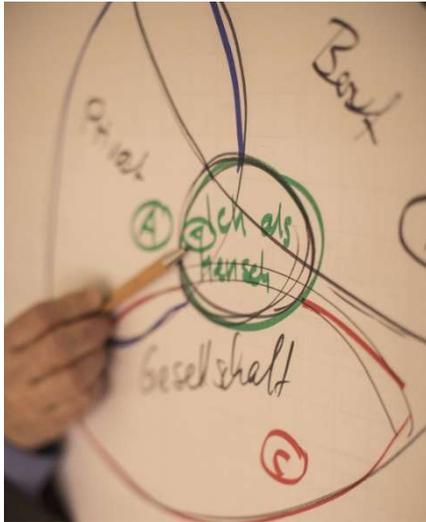
I believe we must search for the answer in the way in which a human being 'works'. Perhaps we know too little about this secret. Or many of us are not aware of this yet. The answer lies in the unconscious part of us!

We humans are a 'construct', which to a SMALL part works rationally. Rationally in this context means controlled by thoughts, knowledge and 'brain'. But the BIGGEST part of a human being reacts unconsciously. We are guided by patterns and life strategies that are controlled by the unconscious. A control, navigation based on past experiences!

And that's where the value-oriented coaching has its starting point. While a goal-oriented coaching primarily aims at a solution with the ratio, the value-oriented coaching goes deeper. This kind of coaching aims to increase a human value in a defined life context and hence to overcome this situation in life. And finally, the multiplication of this specific human value leads to a man's goal being attained. Through the multiplication of human values, we feel our life as meaningful. Because human values are like our compass through life!



This is where the circle closes. Many of us are looking for the meaning behind our own actions in a rapidly changing social and professional environment. The here and now as well as the potential future no longer can be determined and assessed well enough based on our past experiences. As already mentioned above the consequences may be stress, anxiety and blockades.



The value-oriented coaching, however, offers exactly the approaches and the processes to gain cognition, courage and energy from such situations - and thus to achieve a more profound result in coaching.

The solution is in you - and you are worth it!

About the author: David Bärtsch is an independent systemic coach, mediator and organizational consultant. His company **David Bärtsch, Coaching • Mediation** offers a wide range of value-oriented coaching with focus on stress coaching, selfness coaching and conflict coaching.

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