

EXECUTIVE REPORT 2018



# Coaching in Ukraine

Коучинг в Україні

Jonathan Passmore, Hazel Brown, Kateryna Timonkina et al



**EMCC**  
European Mentoring &  
Coaching Council

 **Henley**  
Business School  
UNIVERSITY OF READING



## European Coaching and Mentoring Research Consortium

This research was commissioned by EMCC and was undertaken by a team of researchers in 50 countries across Europe. The research was sponsored by the Henley Centre for Coaching.

Research Citation: Passmore, J, Brown, H, Timonkina, K & the European Coaching and Mentoring Research Consortium (2018) Coaching in Ukraine. Henley-on-Thames: Henley Business School ISBN 978-1-912473-17-5

### Consortium researchers and authors

- Judit Ábri von Bartheld
- Maral Amanzayova
- Ines Basta
- Bramson Bean
- Hans Bodingbauer
- Boglarka Borbely
- Chiara Borg
- Dorota Bourne
- Hazel Brown
- Billy Byrne
- Ayse Cinar
- Zoltán Csigás
- Laura Holm Dalsgaard
- Pierre-Jean De Jonghe
- Lisa Dorn
- Tatjana Dragovic
- Aisté Dromantaitė
- Ian Edwards
- Ulrik Frederiksen
- Gilles Gambade
- Jenny Georgieva
- Giovanna Giuffredi
- Dasha Grajfoner
- Siegfried Greif
- Lena Gustafsson
- Riitta Helekoski
- Willem Jan Hofmans
- Nadja Lagoni Holst
- Pavlína Honsová
- Therese Høyer
- Heli Inkinen
- Tatjana Jakovljević
- Eva Jarošová
- Tanja Ryberg Jensen
- Pedja Jovanovic
- Ingibjörg Kaldalóns
- Christine Kranz
- Kevin René Milter Ladegaard
- Veronika Langrová
- Mary Anne Lauri
- Maja Lausten
- Daniela Lombardo
- Irina Maltseva
- Michel Moral
- Katrin Oblikas
- Paul O Olson
- Katrīna Ošleja
- Xavier Panades
- Jonathan Passmore
- Maria Louise Pedersen
- Diane Peebles
- Ana Teresa Penim
- Christopher Rauen
- Wendy Robinson
- Tatiana Rowson
- Peter Stokes
- Arjeta Spahiu
- Ole Michael Spaten
- Zlatica Mária Stubbs
- Demetris Stylianides
- Renata Takač Pejnović
- Toomas Tamsar
- Dave Tee
- Kateryna Timonkina
- Tonia Tsirogianni
- Cristian Tudoran
- Tracey Turmel
- Tony Wall
- Alexander Waringa
- Agnieszka Zawadzka



The data presented in this report is based on survey responses and thus reflects the collective views of those responding. University researchers and students may use the information contained in this report for their research and academic study. Commercial organisations must seek permission to reproduce any tables or associated information contained in this publication. If consent is granted, the report must be cited and attribution given to EMCC and the Henley Centre for Coaching. Copyright © 2018.



# Contents

Lead research partners .....	4
Introduction .....	5
The development of coaching in Ukraine .....	6
Biographical information .....	8
Coaching practice .....	9
Reflective practice and supervision .....	10
Continuous professional development .....	11
Conceptual models .....	12
Diversity of approaches .....	13
Evaluation .....	15
Contracting for corporate coaching assignments ...	16
Coaching ethics .....	18
Commissioning coaching .....	21
Research partners .....	22

# Lead research partners

## The Henley Centre for Coaching



**Henley**  
Business School

UNIVERSITY OF READING

The Henley Centre for Coaching is a research and coach training centre at Henley Business School. The Centre is recognised as a world leader for coach training and research, having trained over 2,500 coaches over the past decade. The Centre provides professional coach training with a Professional Certificate in Coaching and an MSc, which are delivered in the UK across Europe and in the Middle East and Africa. Henley's team is actively engaged in research, contributing to journals, books and best practice publications.

Current research projects include neuroscience and coaching, coach identity and coach development, coaching competences, supervision and coaching ethics. The Centre also provides continuous professional development and supervision for coaches across the world. You can join the Henley Centre for Coaching and access our research, resources, supervision and bi-monthly webinars.

To find out more about Henley's coaching activities in the UK and Europe visit:

[henley.ac.uk/coachingcentre](https://henley.ac.uk/coachingcentre)

**EMCC**

European Mentoring &  
Coaching Council



The EMCC exists to develop, promote and set the expectation of best practice in mentoring, coaching and supervision across

Europe and beyond, for the benefit of society. EMCC International is a council made up of countries providing coaching and mentoring membership in affiliated countries. Direct membership is available globally where an affiliation does not exist. The EMCC was founded in 1992 by David Clutterbuck, David Megginson, Bob Garvey, Kim Langridge, Julie Hay, Eric Parsloe and Sir John Whitmore.

As of 2018, it has affiliations in 25 countries: Belgium, Cyprus, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, Morocco, the Netherlands, Norway, Poland, Romania, Spain, Sweden, Switzerland, Serbia, Turkey, Ukraine and the United Kingdom. The EMCC provides course accreditation, alongside individual accreditation for coaches, mentors and supervisors.

Details can be found at:

[emccouncil.org/eu/en/accreditation](https://emccouncil.org/eu/en/accreditation)

Membership is open to everyone.

## Researchers

The research was co-ordinated by:

### Dr Jonathan Passmore

Henley Business School, University of Reading

### Dr Hazel Brown

University of Winchester

### Kateryna Timonkina

Stellarlight

The European Coaching and Mentoring Research Consortium project involved a collaboration with over 50 academics and practitioners, and over 100 professional bodies across Europe.



# Introduction

This report provides an overview of the Ukraine results from *The State of Play in European Coaching & Mentoring (2017)* research project, and compares these with the results from Europe and the UK.

## Research method

The aim of the research project was to extend beyond traditional institutional networks and the main European languages (English, French, German and Spanish), to provide a more inclusive research study, recognising the equal value of all European countries, languages and cultures, and of the different professional bodies and institutions.

The research questions were designed by the researchers in collaboration with the EMCC, and were adapted during the development phase. For each country, a research partner or team was identified and a National Research Lead was consulted on whether the survey should be translated, and which language(s) should be used. The National Research Leads led the translation process, which involved initial translation and an independent review.

The survey was launched on 1 March 2017 in 31 languages, ranging from English, Spanish, French and German, to Greek, Catalan and Serbian.

The survey was publicised through established coaching federations and management bodies, as well as online through social media interest groups. In total, approximately 100 organisations committed to sharing the research link with their members or to publishing details of the research on their website.

Participants took, on average, 25 minutes to complete the questionnaire.



# The development of coaching in Ukraine

**Coaching has started to develop in Ukraine over the last ten years, growing rapidly in the past five. At the moment, there are five professional coaching communities present in Ukraine: International Coach Federation (ICF), European Coach Federation (ECF), European Mentoring and Coaching Council (EMCC), Ipnact and the Professional Coaching Club.**

ICF Ukraine was registered in 2017 and accounts for 50 active members, with plans to increase this to 100 by 2018. It is estimated that there is a total of 500 certified coaches in Ukraine.

The coaching market is still in the process of development, regulation and popularisation. Many organisations do not fully understand the potential of coaching as a professional development tool. In addition, there is a lack of trust in coaching due to the wide number of unregulated and uncertified providers; this has undermined the development of professional coaching in Ukraine.

Most coaching work is commissioned by individual clients seeking personal development. Organisations rarely employ coaches, the exception being coaching for senior managers.

Current hot topics in Ukraine coaching practice include:

- personal development
- work–life balance
- discovering your true calling
- personal effectiveness

In business needs, the key topics include:

- leadership development
- burn-out
- managing change
- developing effective communication skills

The main providers of coach education in Ukraine include: WPG, Erikson; Business Coaching School; Maximum International Coaching Academy; Integral School of Coaching; and Master Coach Ukraine.

At present there are no universities that provide coaching education in Ukraine.

**Kateryna Timonkina**  
**Ukrainian National Research Lead**



# Развитие коучинга в Украине

**Направление профессионального коучинга, как услуги, появилось в Украине около 10 лет назад и получило стремительное развитие за последние 5 лет. По оценкам экспертов, в Украине работает около 500 сертифицированных коучей. На данный момент в Украине существует 5 профессиональных сообществ: ICF, ECF, EMCC, Iраct и Клуб профессиональных коучей Украины.**

Отделение Международной Коучинговой Федерации Украины (ICF Ukraine) было зарегистрировано в 2017 году и насчитывает 50 активных членов. В планах организации увеличить членство до 100 в 2018 году.

Рынок профессионального коучинга находится в стадии становления, популяризации и регламентации. Возможности коучинга в качестве профессионального инструмента развития все еще недооценены в Украинской бизнес среде. Частично, в связи со значительным распространением несертифицированных поставщиков коучинговых услуг. Существует острая необходимость заново выстраивать доверие к этому инструменту.

Как правило, организации нанимают внешних коучей для индивидуальной работы с представителями высшего руководящего состава, наличие внутренней функции коучинга - большая редкость.

Большинство запросов поступает от индивидуальных клиентов, ищущих личностного развития и роста. Наиболее востребованные темы в категории развития личности: достижение жизненного баланса, поиск предназначения и личная эффективность. Наиболее популярные организационные запросы: управленческий коучинг, выгорание, управление изменениями и коучинг эффективных навыков общения.

Основные поставщики коучингового образования в Украине:

- WPG
- IICS, Интегральная Школа Коучинга
- Школа Бизнес Коучинга
- Maximum, Международная Академия Коучинга
- Мастер Коуч Украины

В настоящее время в Украине нет университетов, которые предоставляют возможность профессионального обучения коучингу.

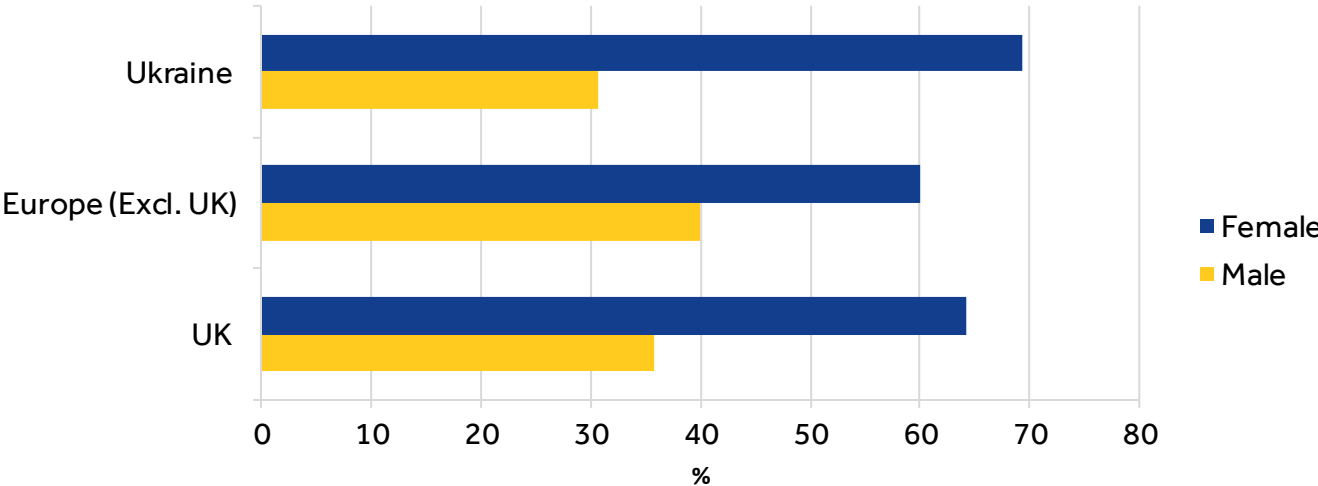
**Kateryna Timonkina**  
**Ukrainian National Research Lead**



# Biographical information

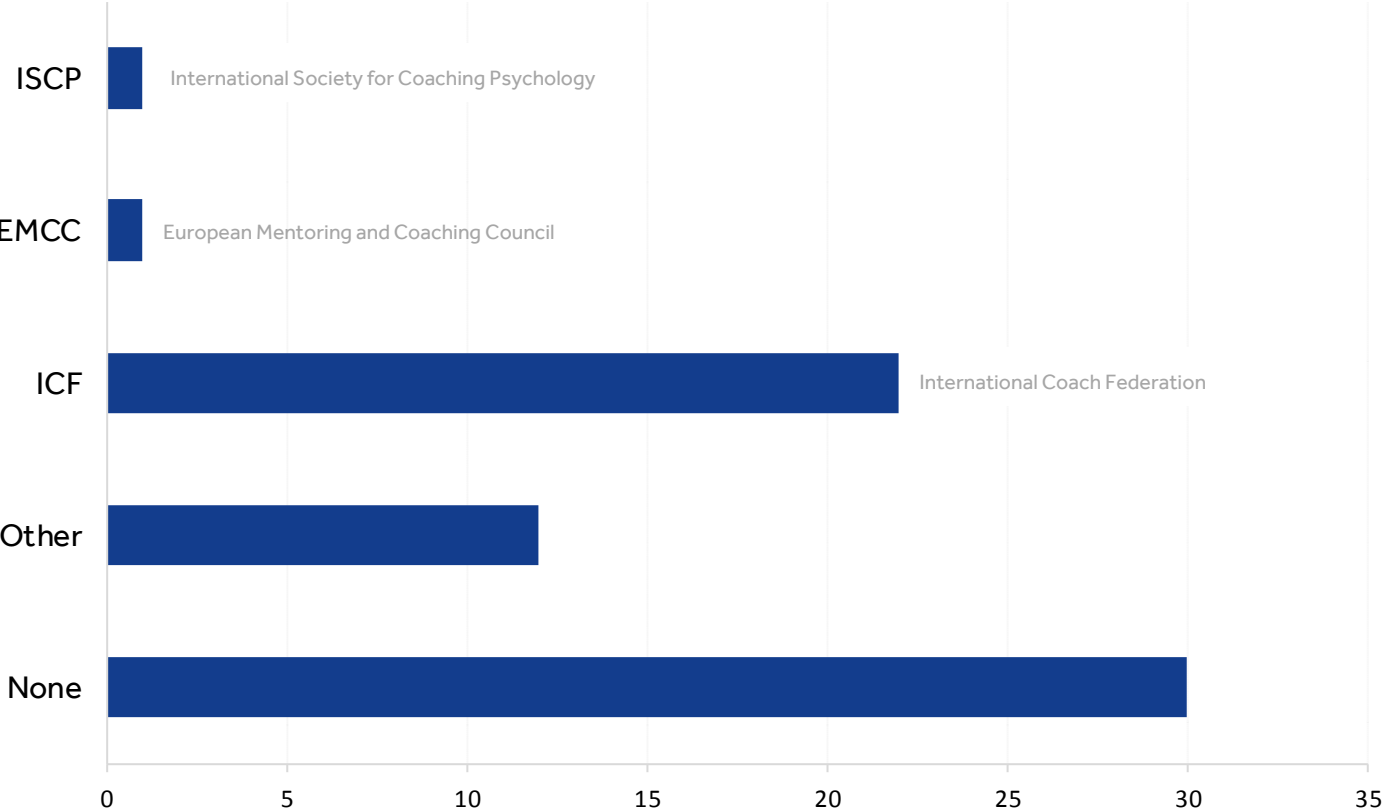
In total, 62 responses were received from the Ukraine, from a total of 2,989 responses from across Europe. This report focuses on the results from the Ukraine.

**Diagram 1: Gender of respondents**



**Diagram 2: Membership of professional coaching associations**

Q1.6 Which coaching and mentoring bodies are you a member of?





# Coaching practice

Diagram 3: Proportion of working time spent delivering coaching

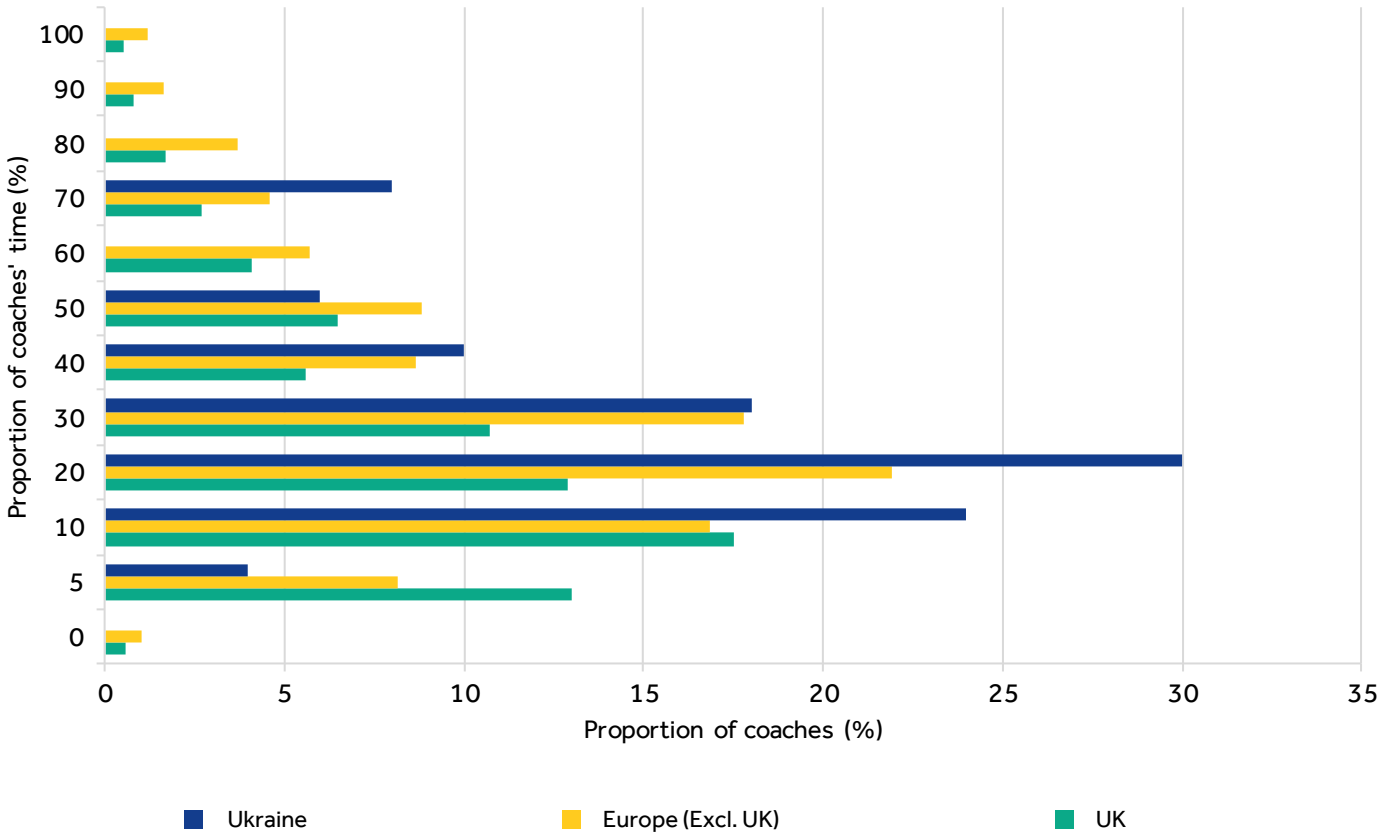
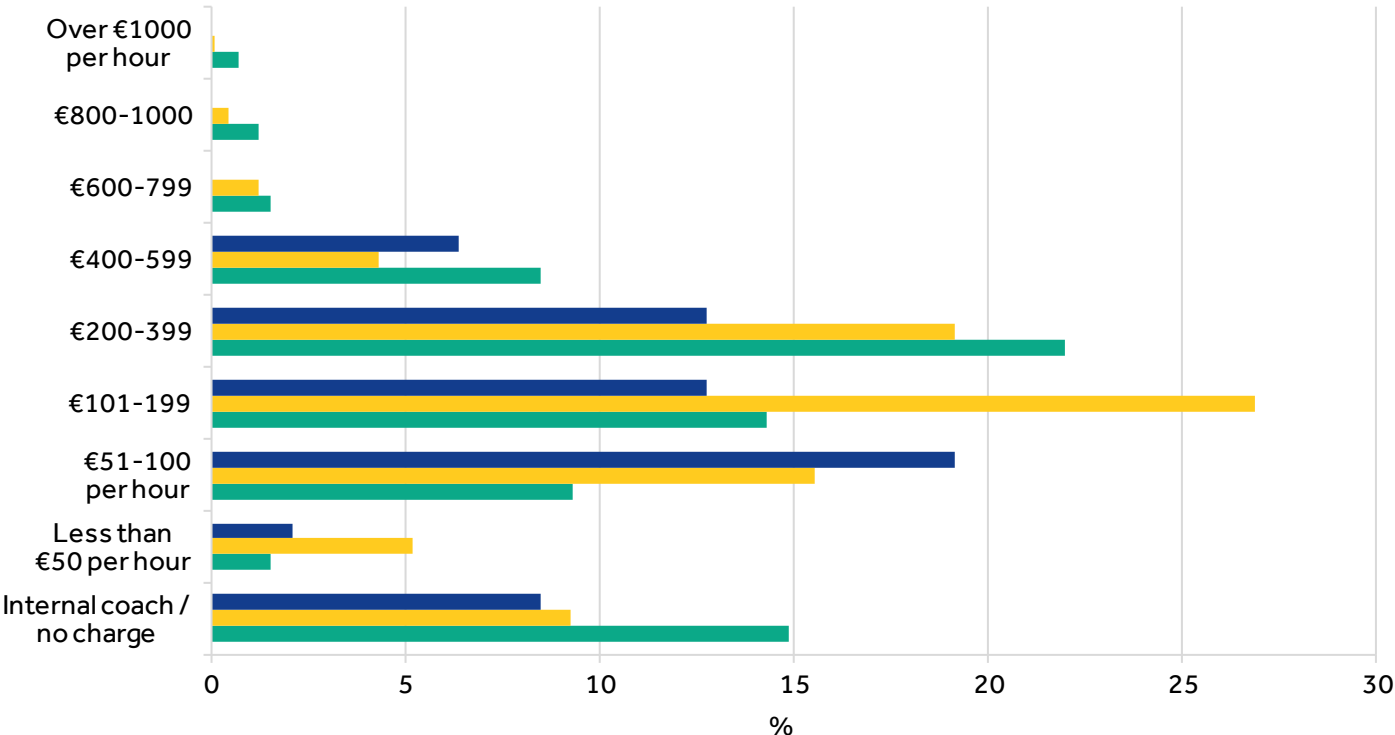


Diagram 4: Hourly fee rates: Corporate funded coaching

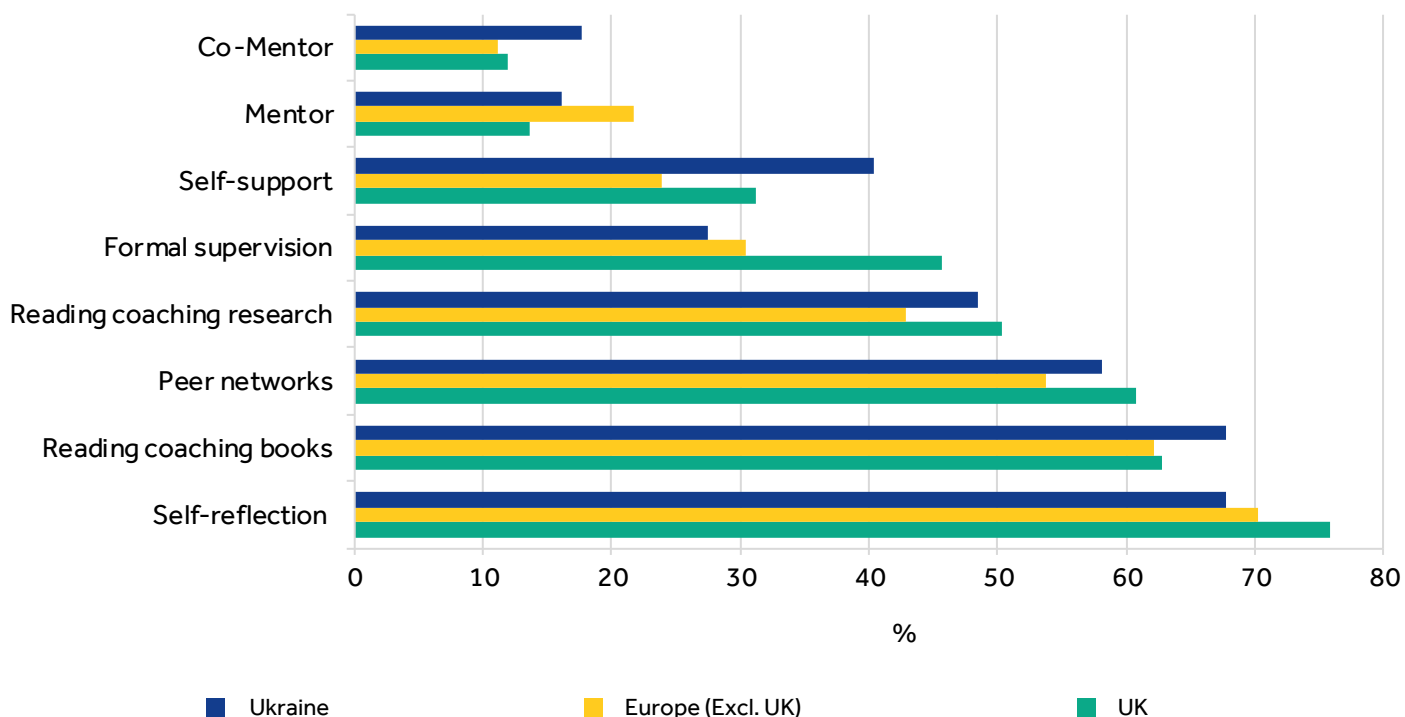
Q5.6 Fee rates for corporate clients



# Reflective practice and supervision

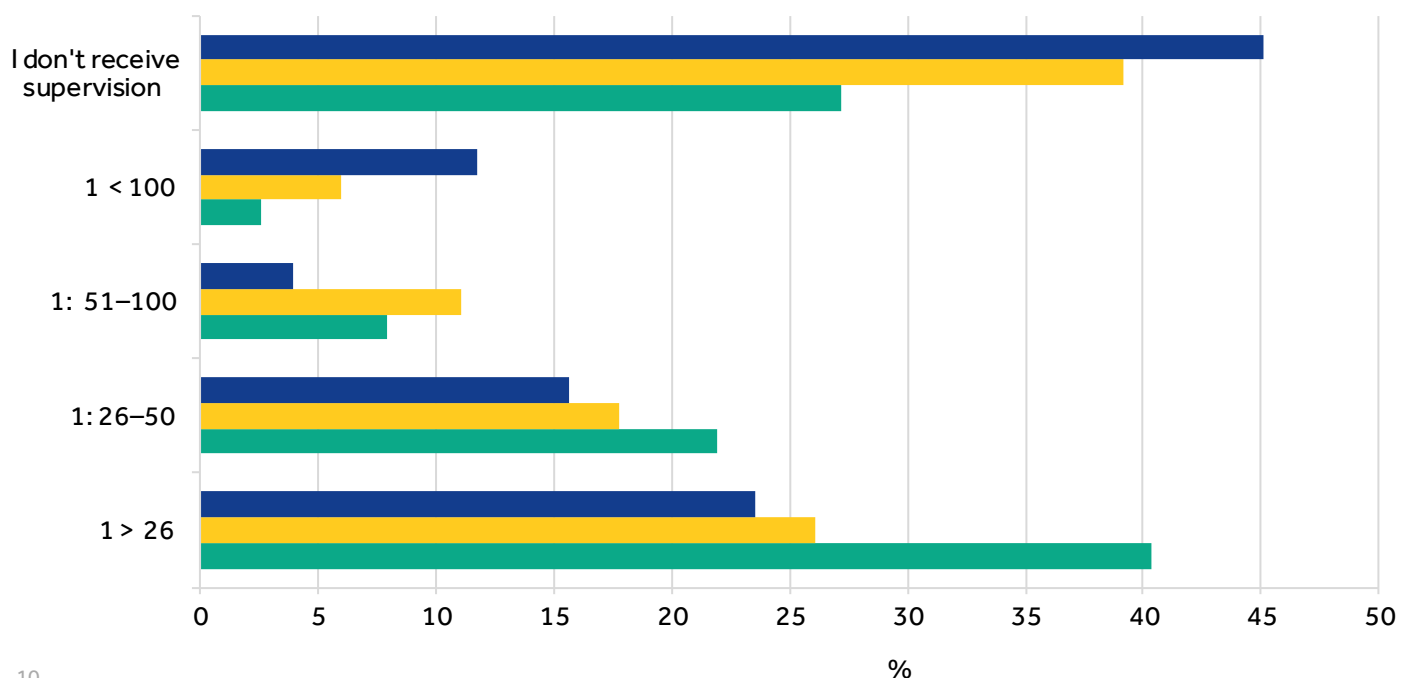
**Diagram 5: Methods of reflection**

Q6.1 What methods do you use to reflect on your practice?  
(You can select more than one option)



**Diagram 6: Frequency of supervision  
(based on ratio of 1 hour of supervision per X hours of coaching)**

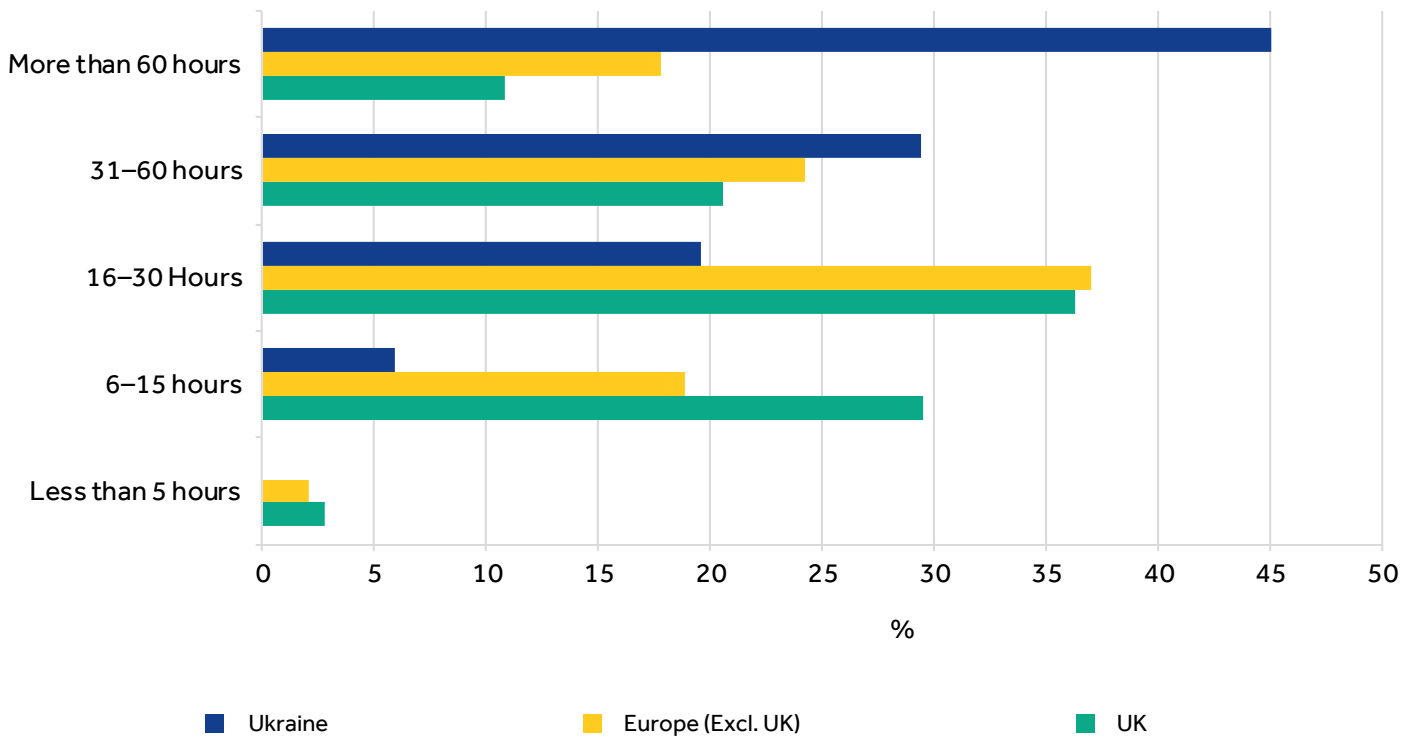
Q6.4 How often do you receive formal coaching supervision?



# Continuous professional development

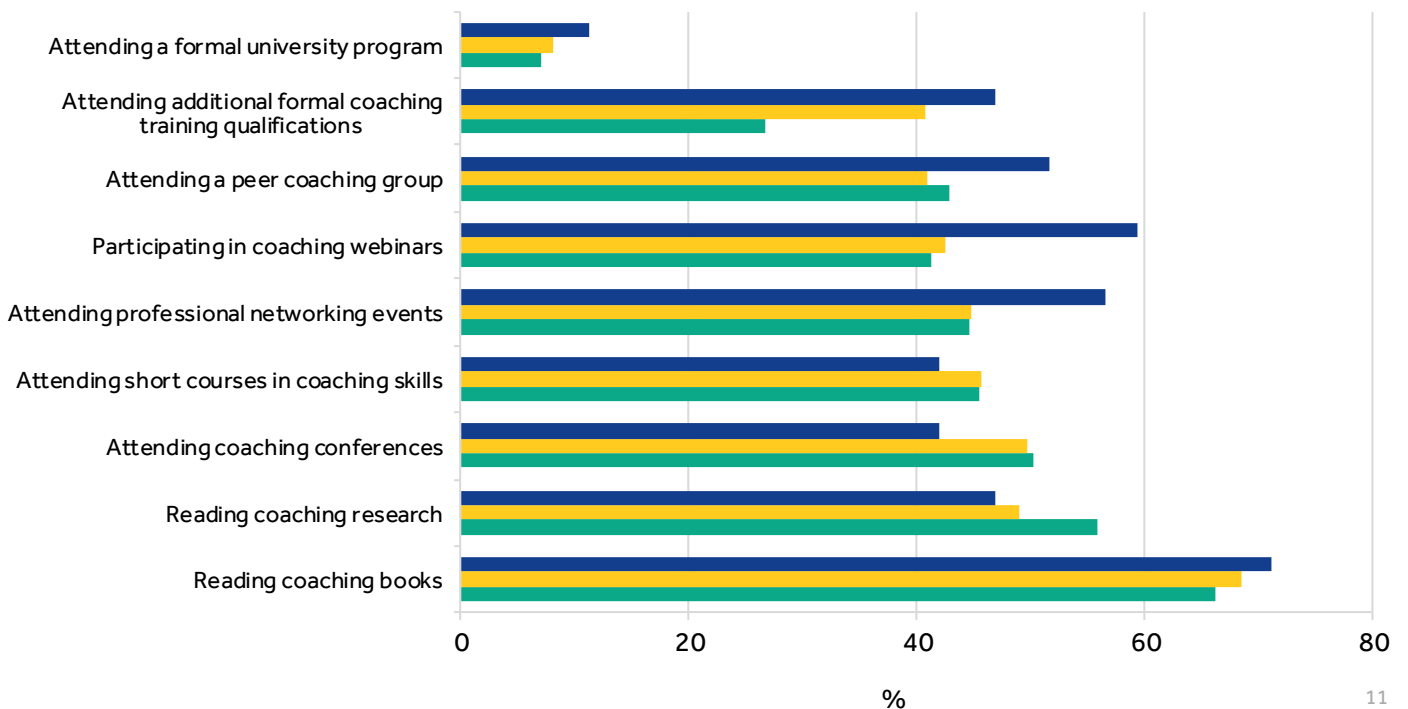
**Diagram 7: Time invested in CPD**

Q7.1 How do you divide your working time?



**Diagram 8: Keeping up to date**

Q7.2 How do you keep up to date in your coaching practice?  
(You can select more than one)

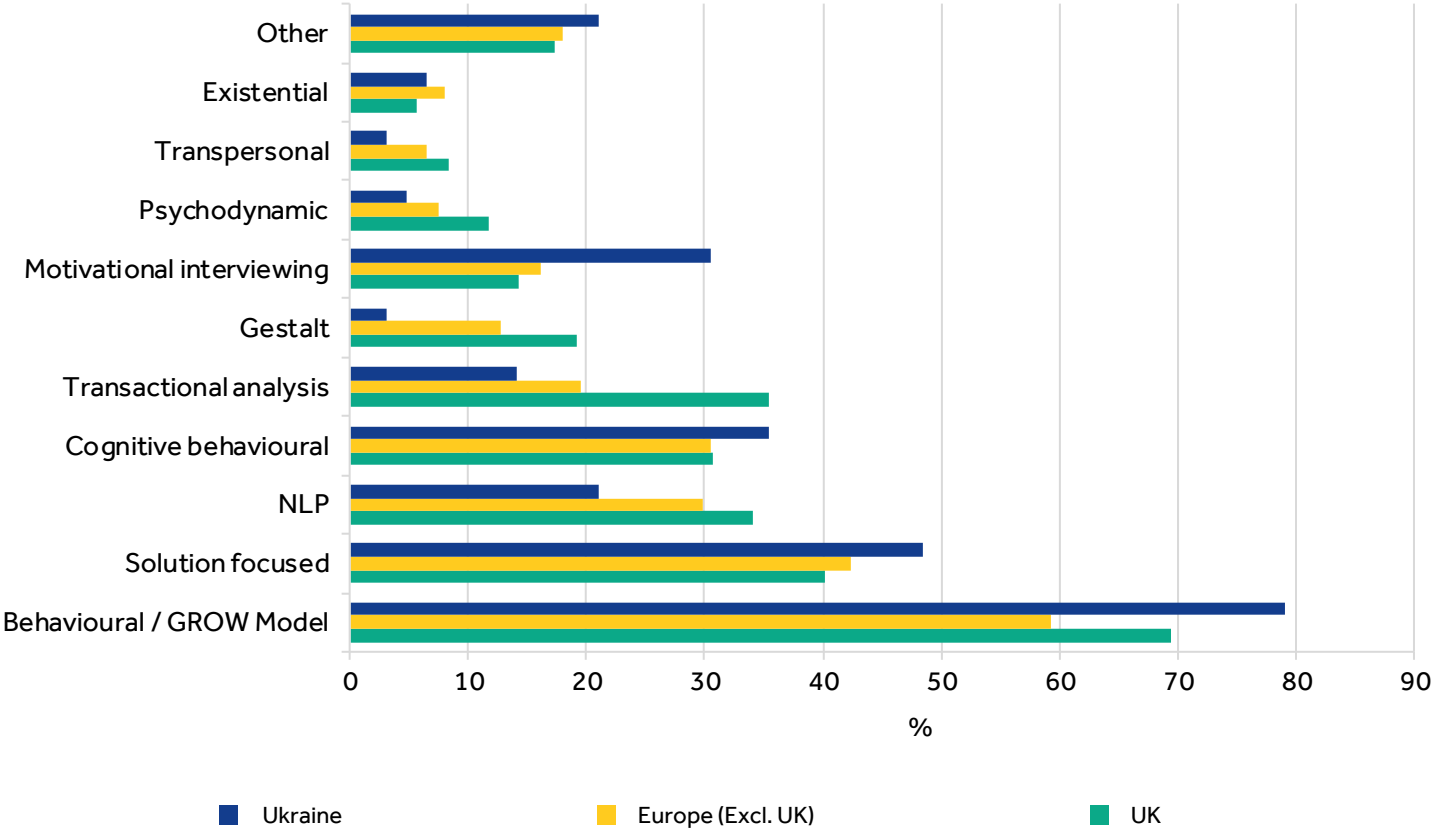




# Conceptual models

**Diagram 9: Coaching practice**

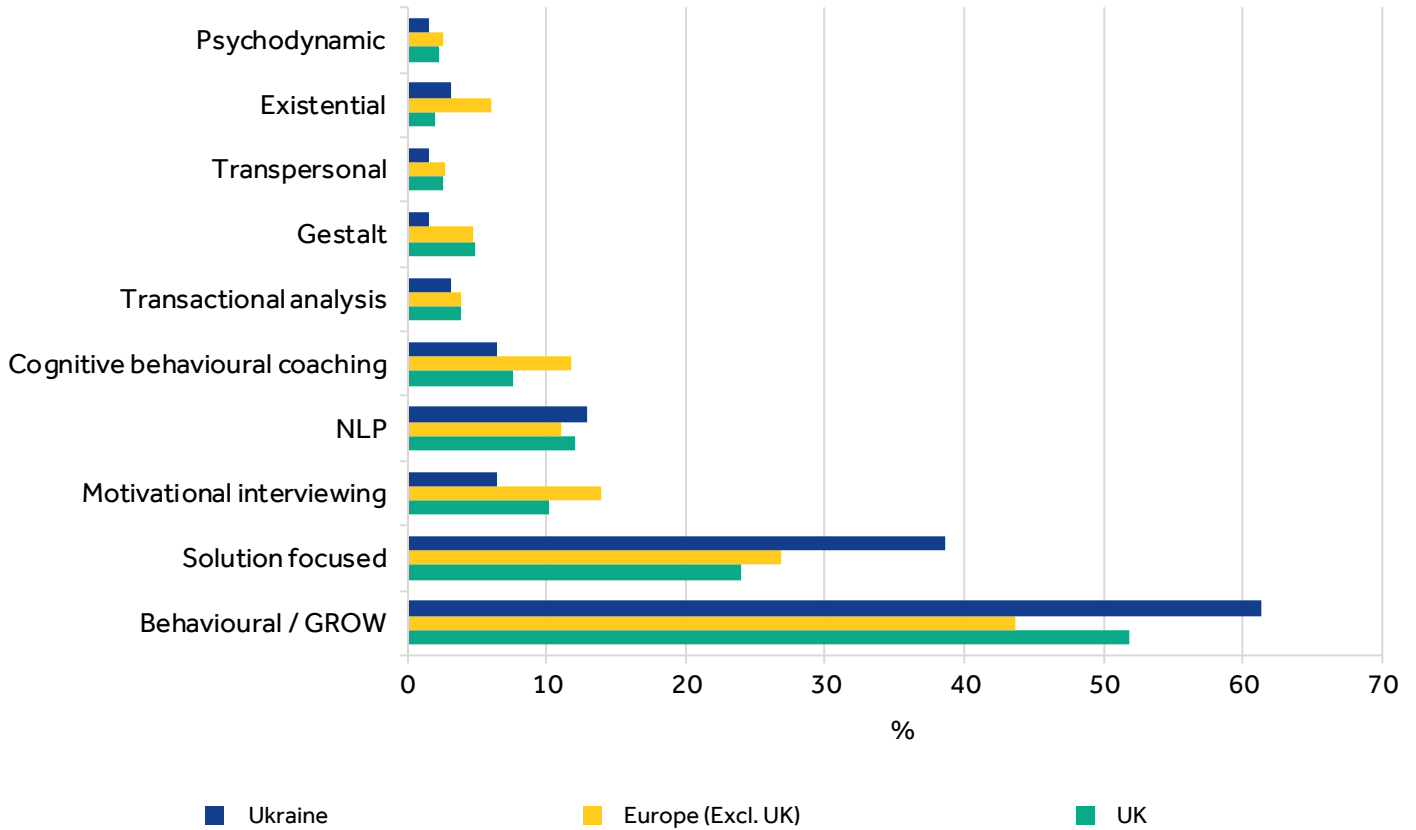
Q9.2 Which models do you use in your coaching practice?  
(You can select more than one)



# Diversity of approaches

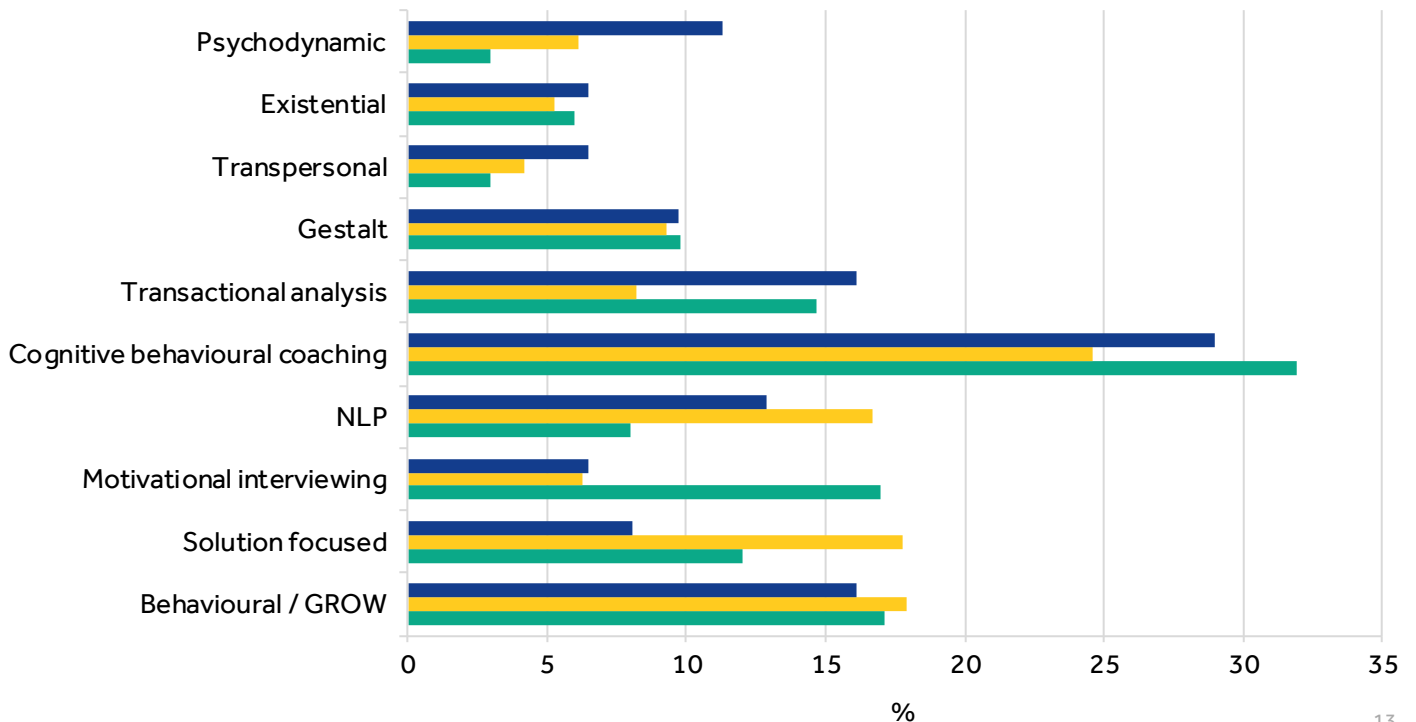
**Diagram 10: Presenting issue 1 – Career change**

Q9.3 What model do you use with the following presenting issue?



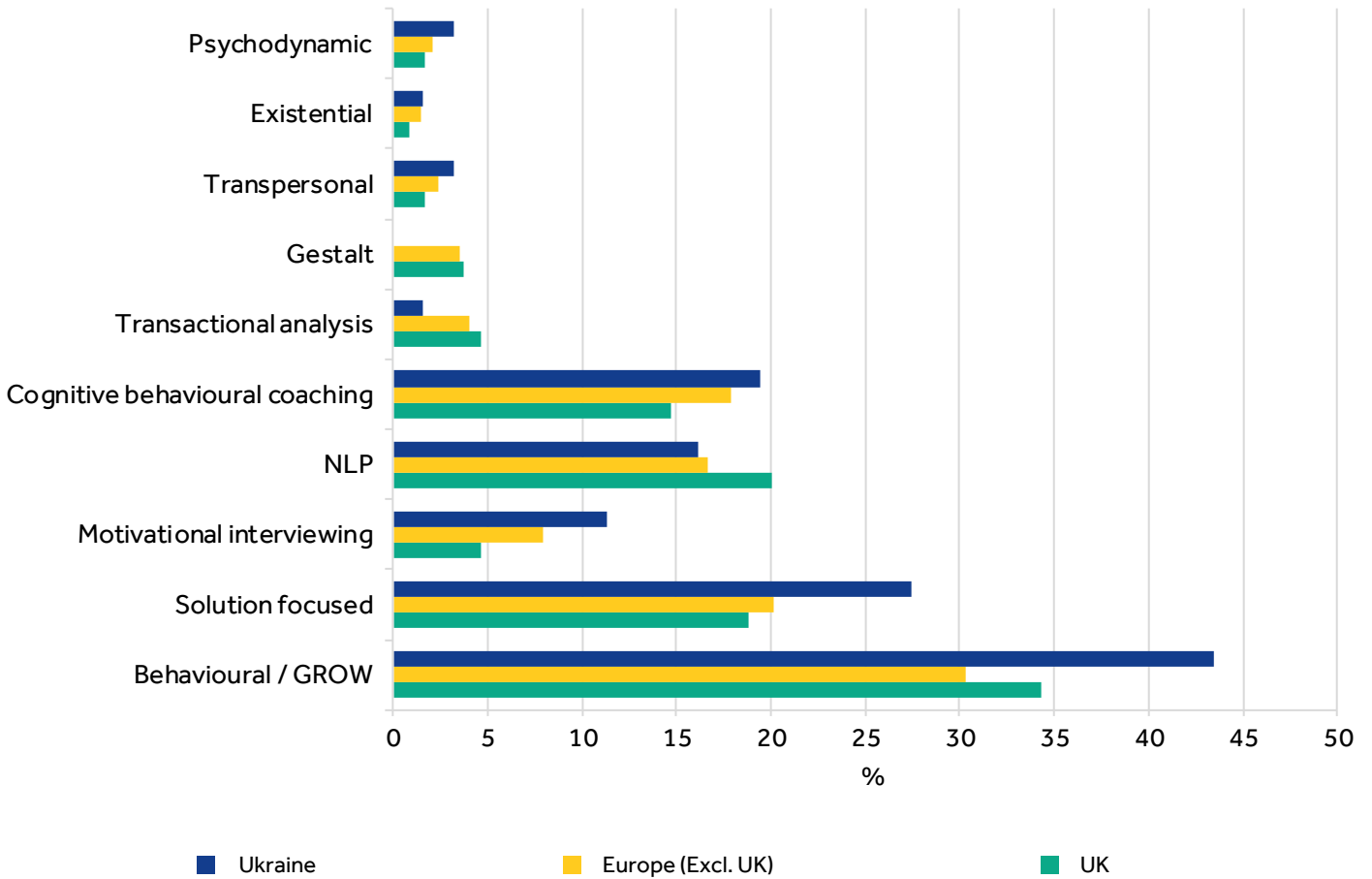
**Diagram 11: Presenting issue 2 – Workplace stress**

Q. What model do you use with the following presenting issue?



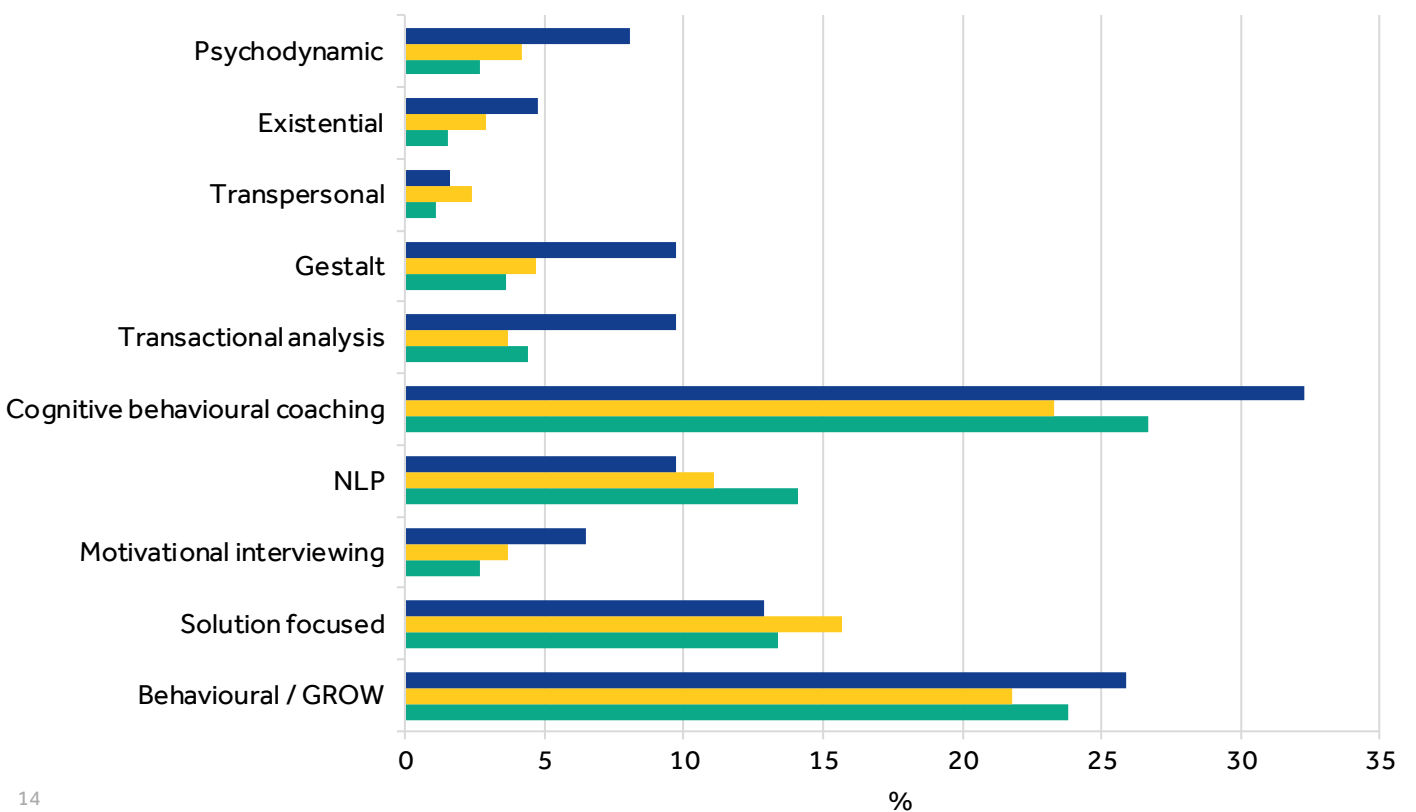
## Diagram 12: Presenting issue 3 – Improving presentation skills

Q. What model do you use with the following presenting issue?



## Diagram 13: Presenting issue 4 – Persistent checking of non-work emails

Q. What model do you use with the following presenting issue?

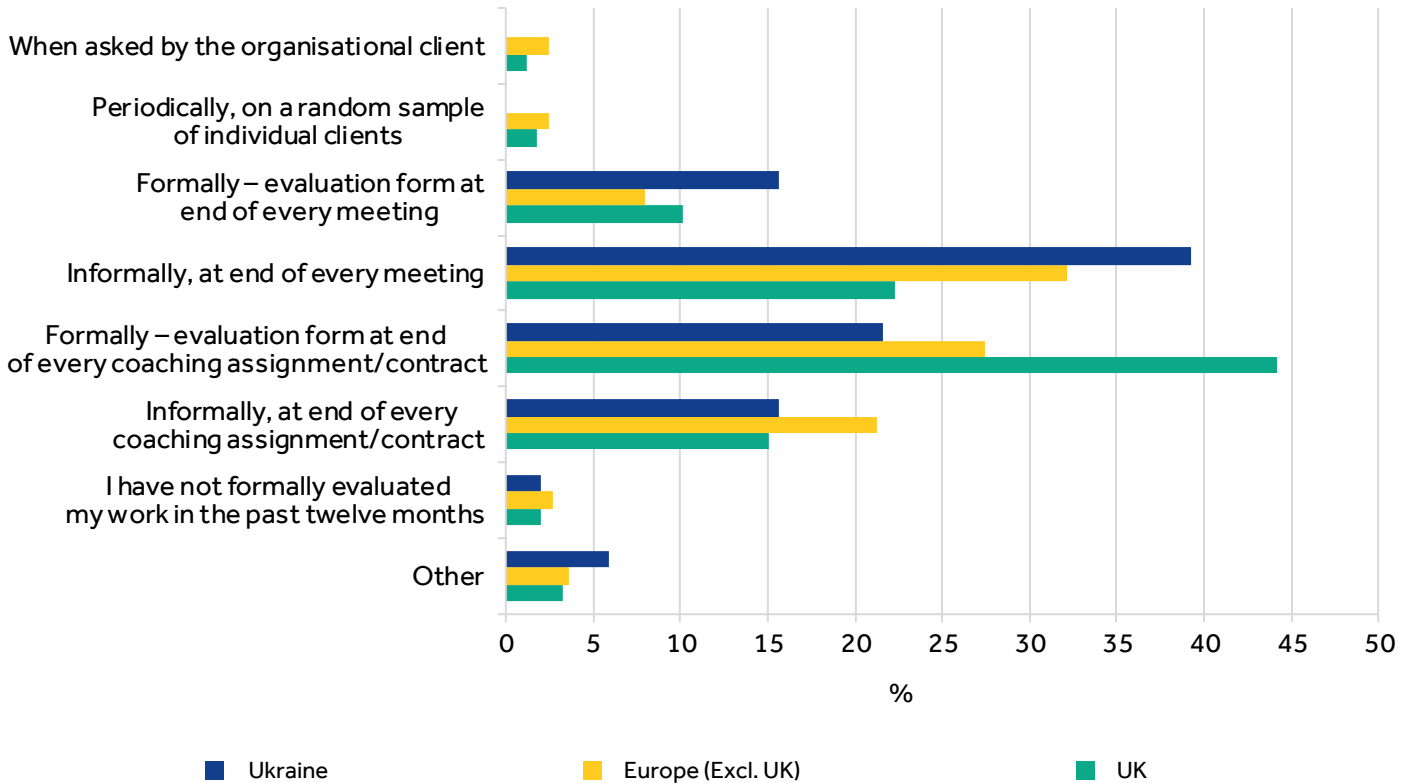




# Evaluation

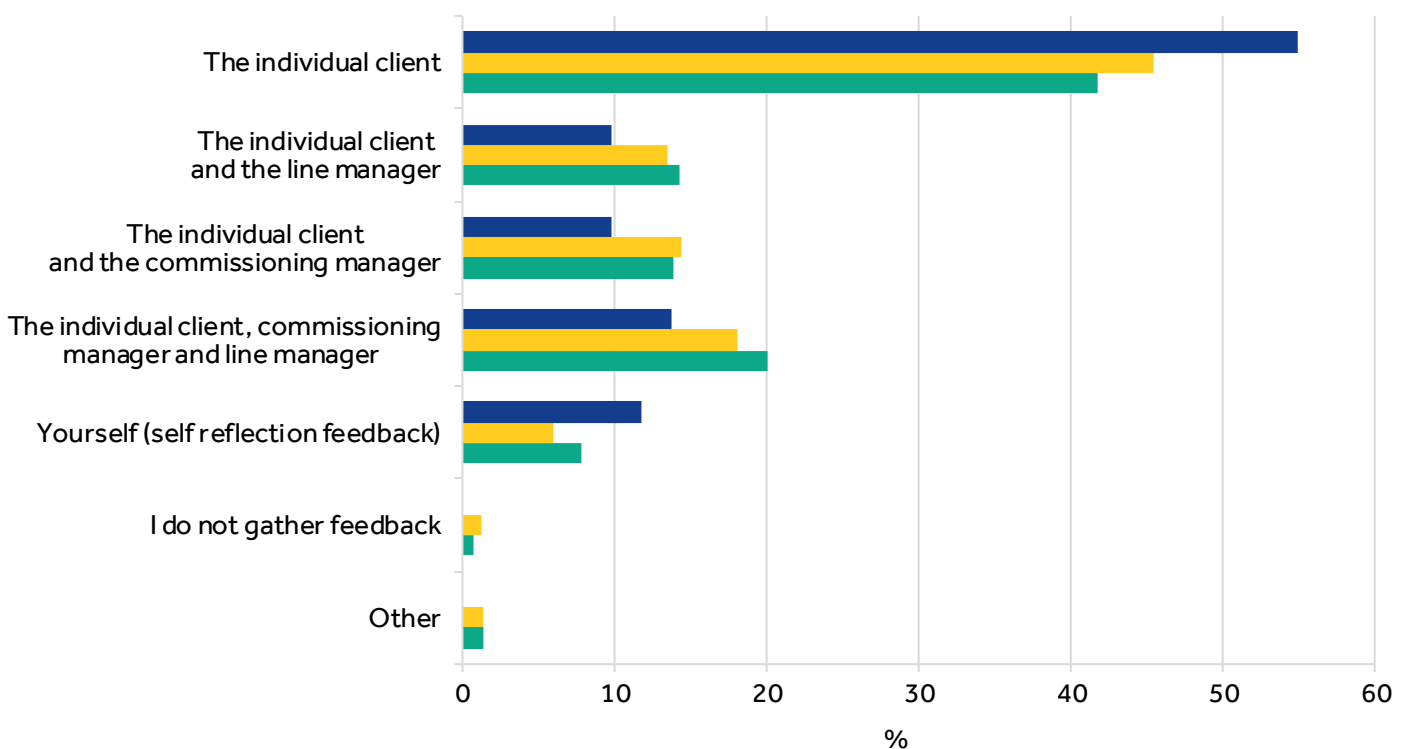
**Diagram 14: Evaluating impact**

Q10.1 How do you evaluate the impact of your coaching



**Diagram 15: Gathering feedback**

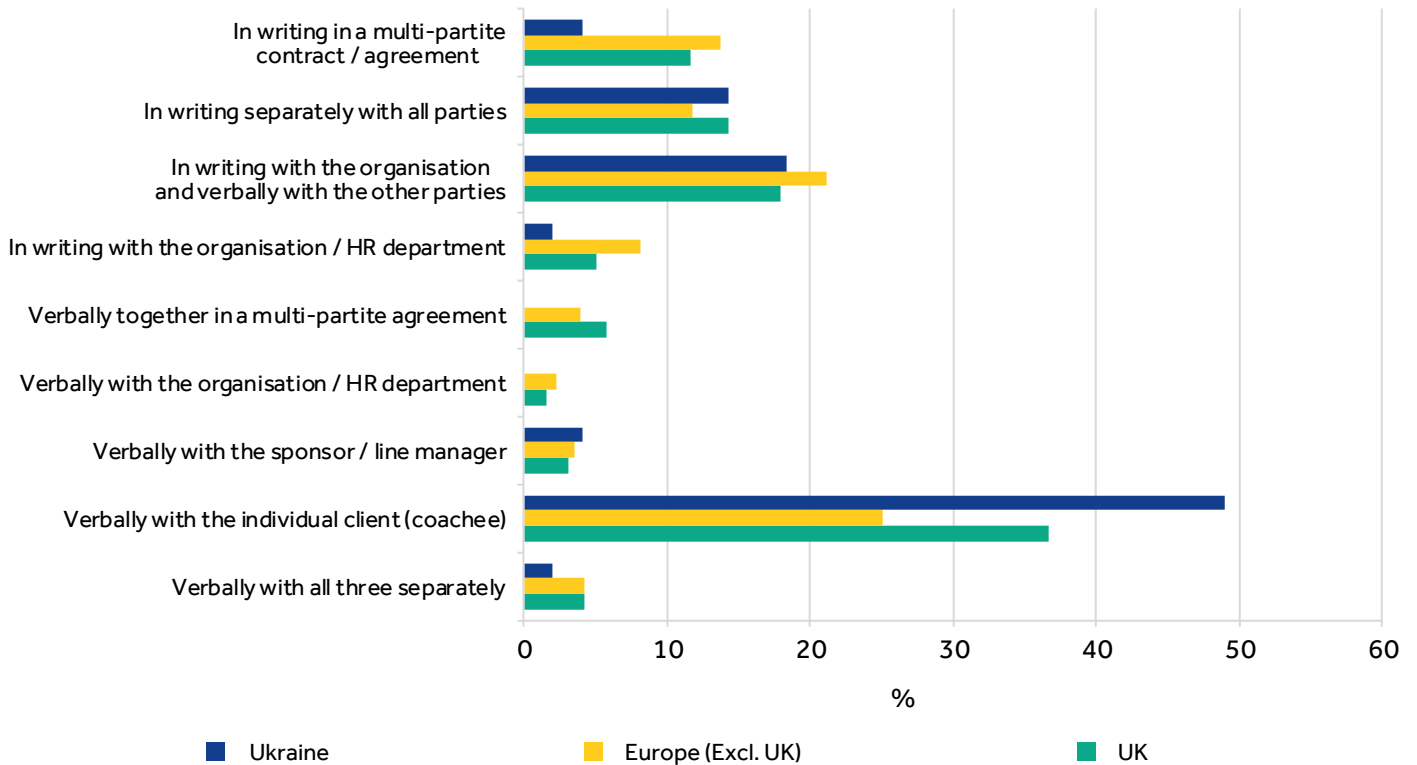
Q10.2 Who do you gather evaluation feedback from in your coaching?



# Contracting for corporate coaching assignments

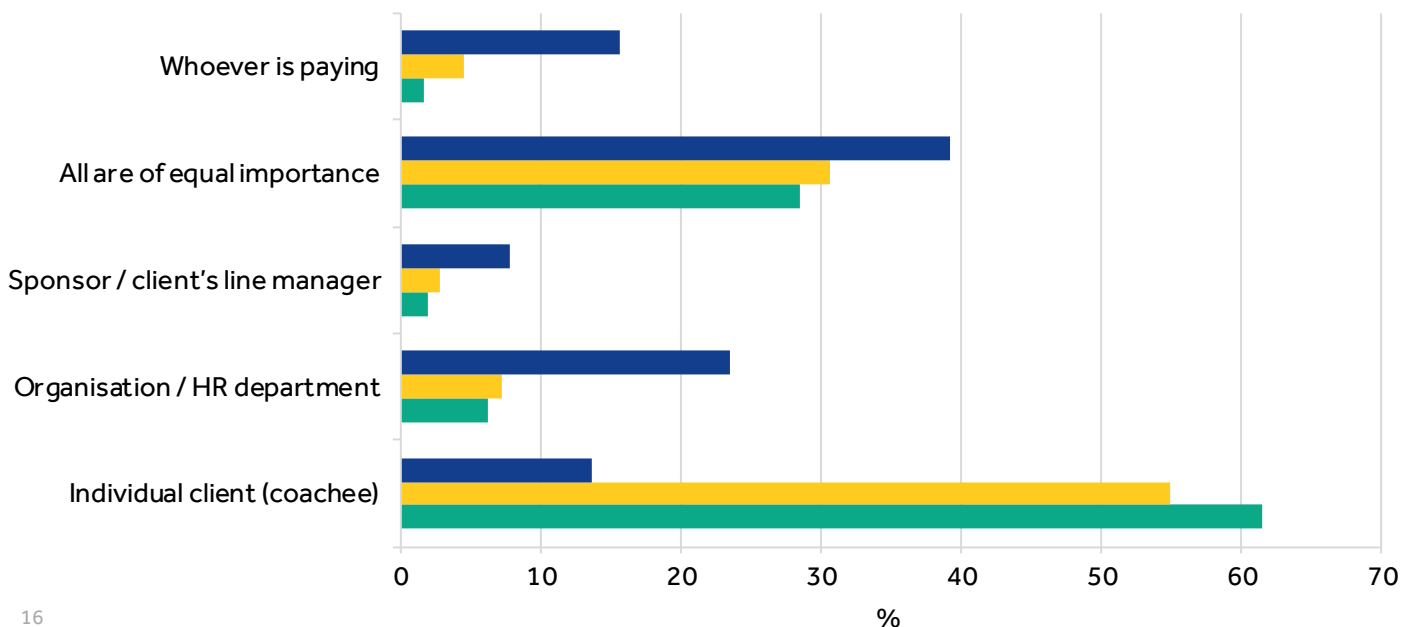
**Diagram 16: Contract partners**

Q11.1 When you enter into a coaching agreement, who do you contract with most frequently?



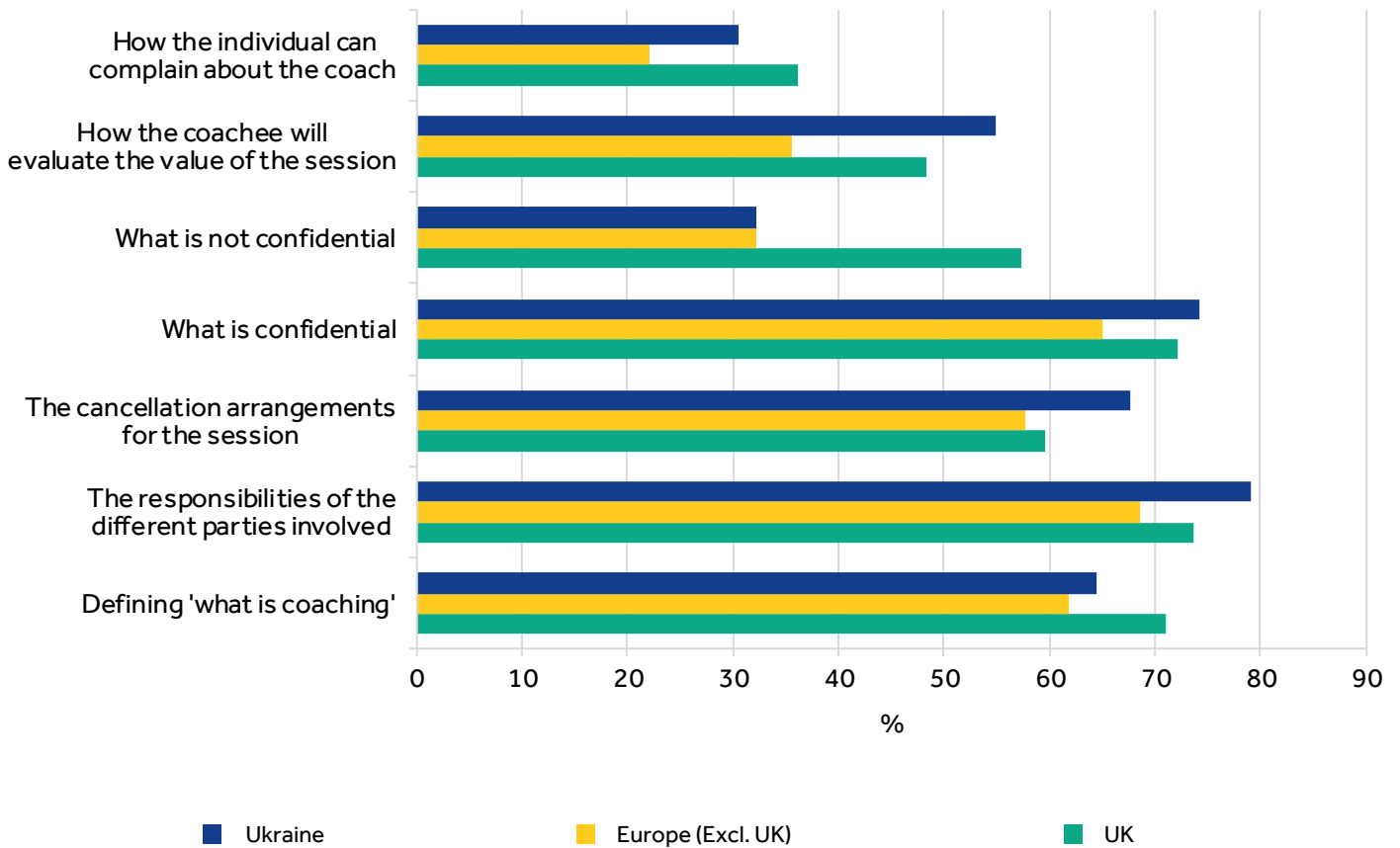
**Diagram 17: The primary partners**

Q11.2 Who do you believe is the primary client when you are delivering corporate/organisational coaching?



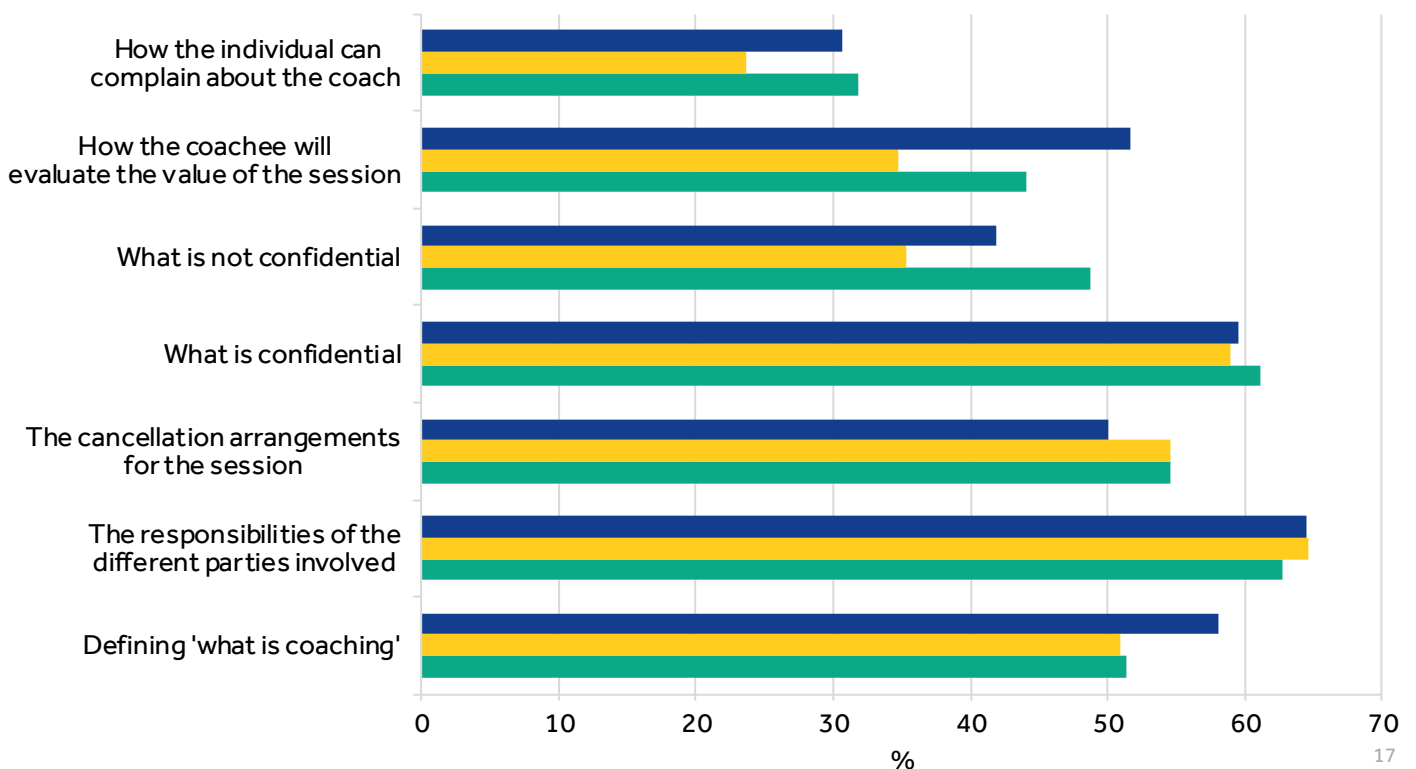
## Diagram 18: Contract clauses – Individual client agreements

Q11.3 What aspects are explicitly included in your contract with the individual?  
(You can select as many as appropriate)



## Diagram 19: Contract clauses – Organisational client agreements

Q11.4 What aspects are explicitly included in your contract with the organisation?  
(You can select as many as are appropriate)

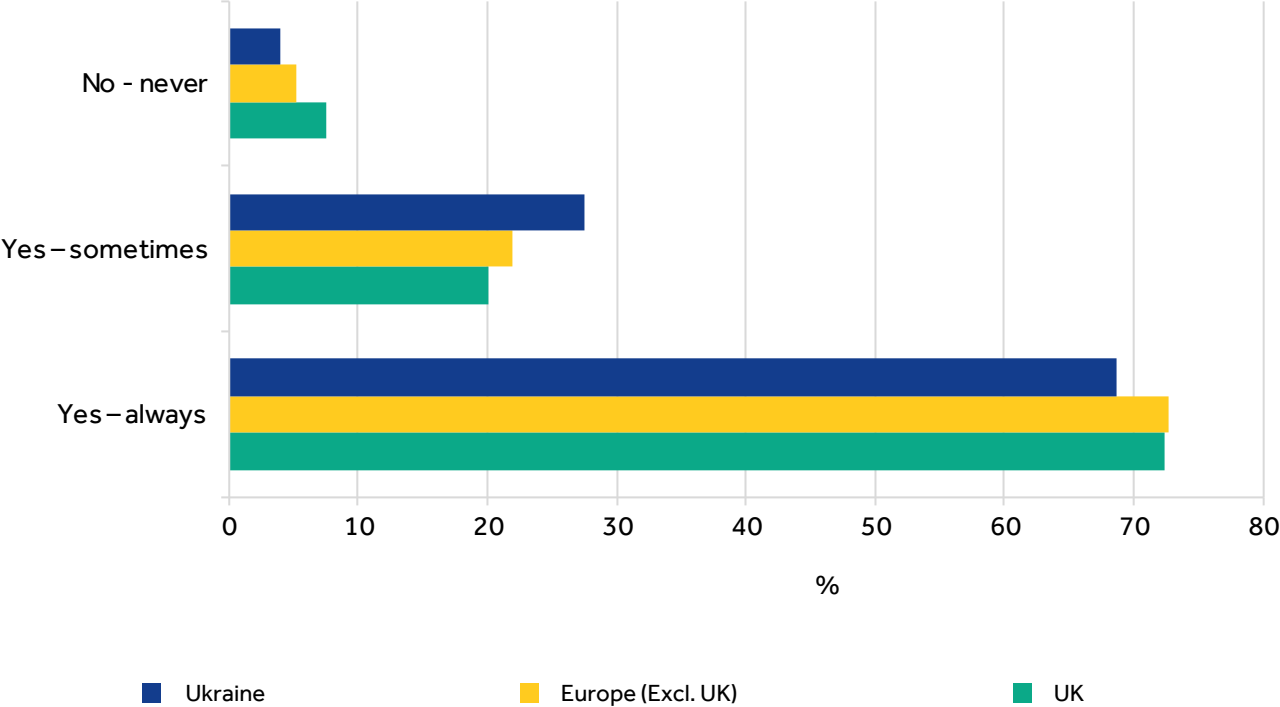




# Coaching ethics

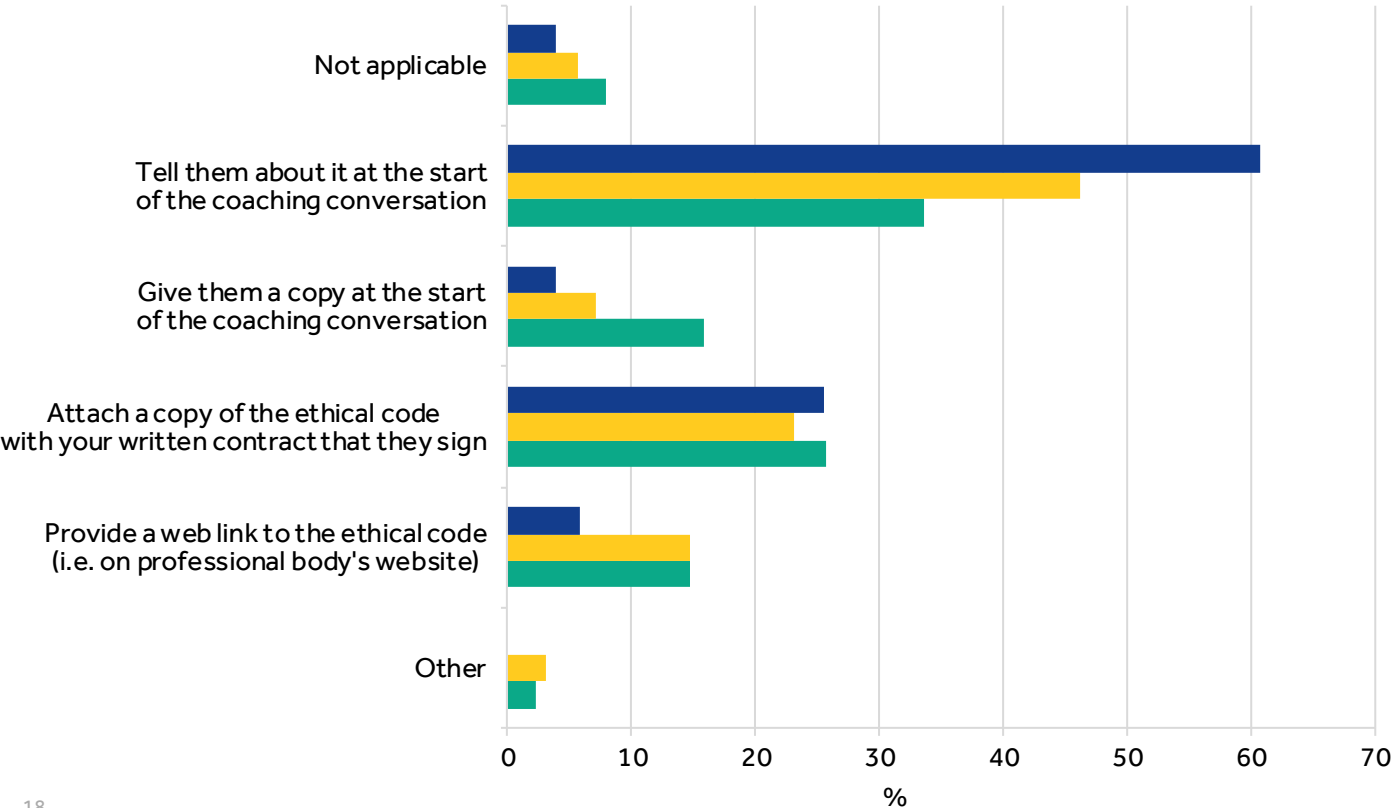
**Diagram 20: Sharing ethical codes – 1**

Q12.1 Do you share your ethical codes with individual clients?



**Diagram 21: Sharing ethical codes – 2**

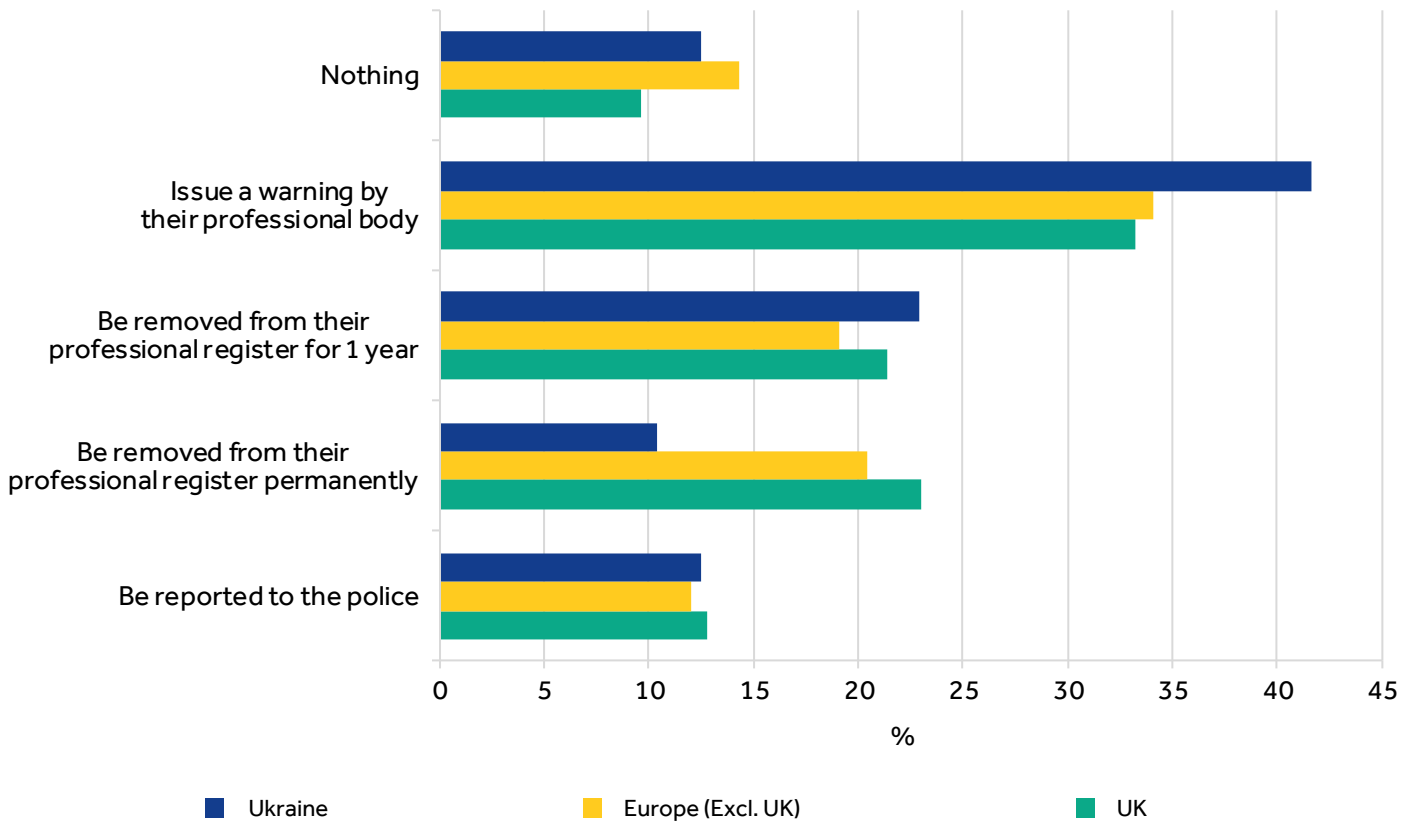
Q12.2 How do you share the ethical code with individual clients?



## Diagram 22: Ethical dilemma 1 – Coach pays a fee to secure contract

Q13.1.1 What do you think should happen in the following scenario?

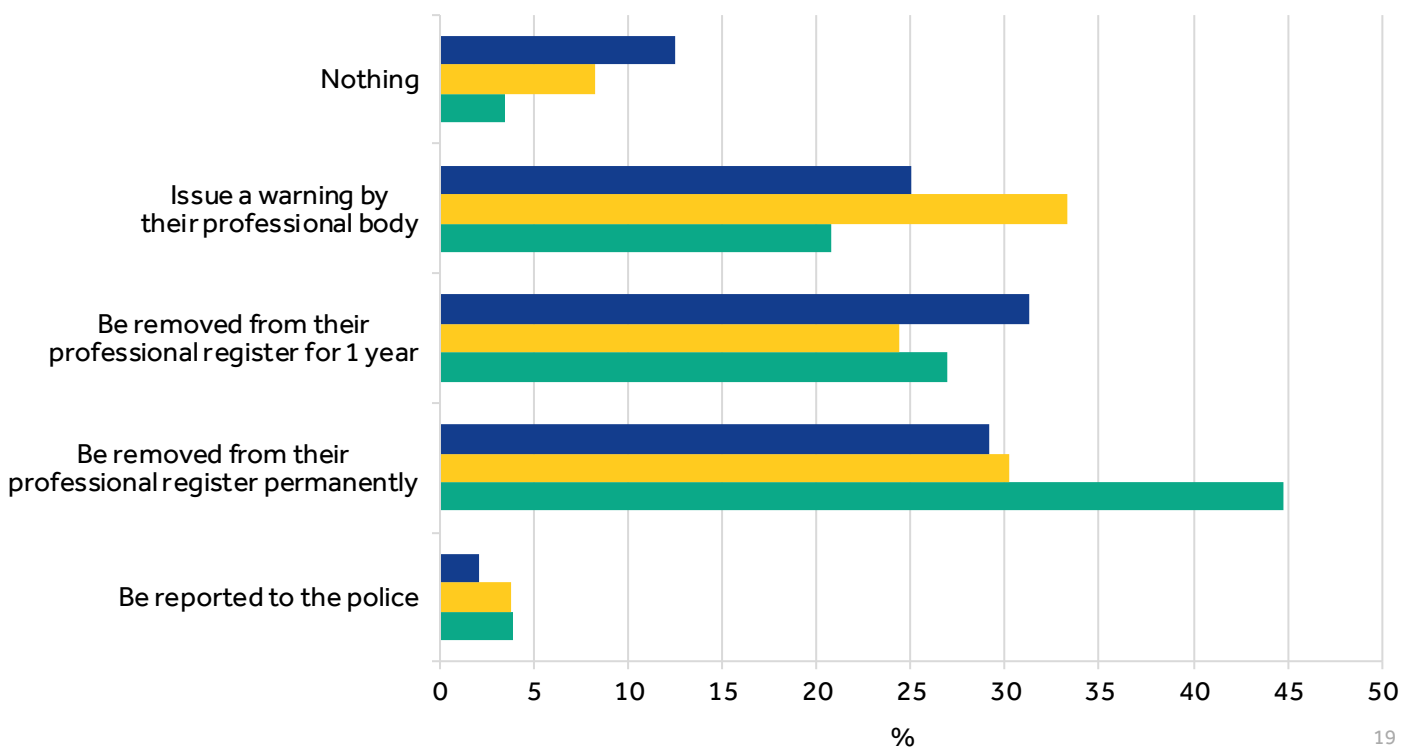
A coach pays a fee to an individual to gain a coaching contract with an organisation



## Diagram 23: Ethical dilemma 2 – Coach enters sexual relationship with client

Q13.1.2 What do you think should happen in the following scenario?

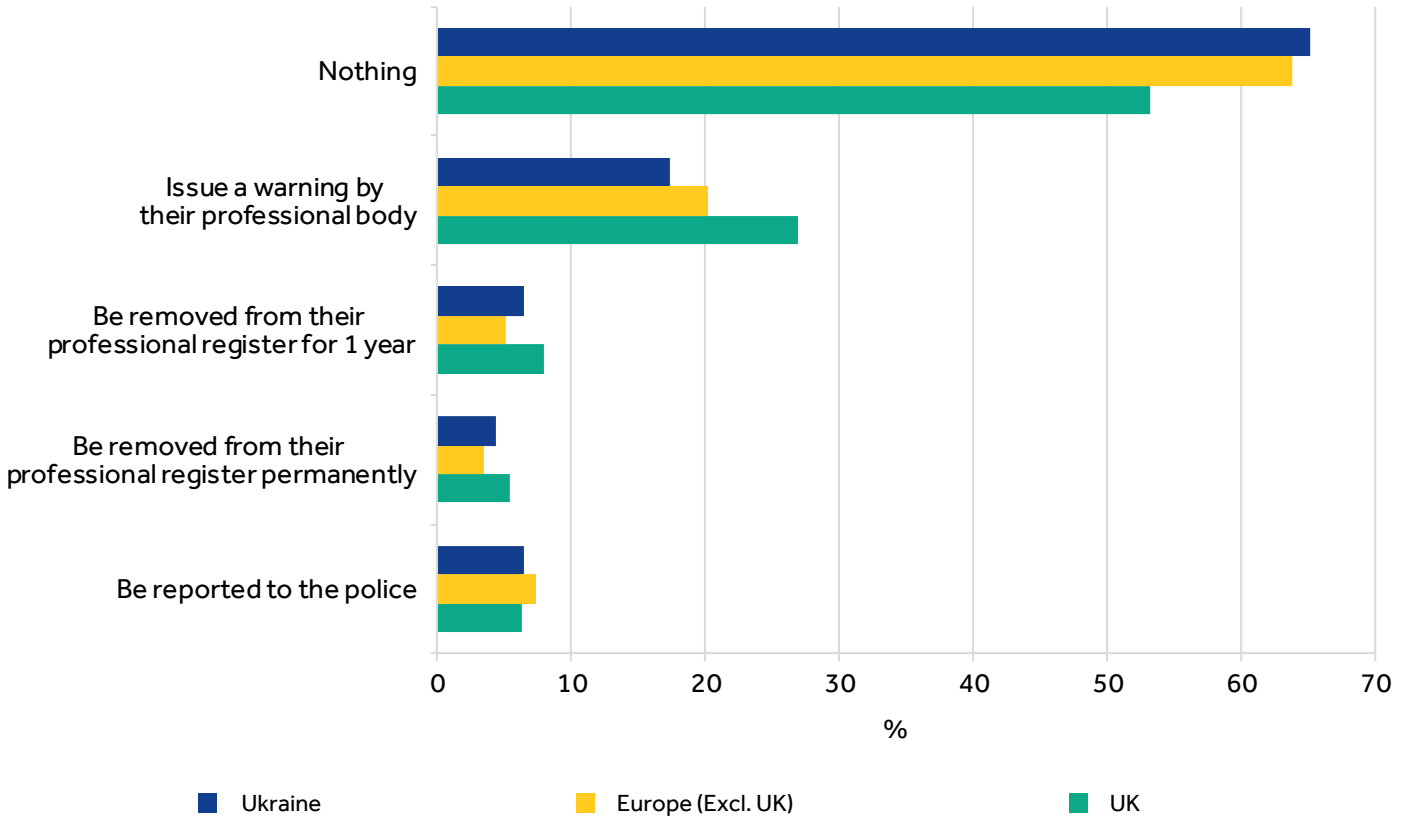
A coach enters into a sexual relationship with a client during a coaching assignment



### Diagram 24: Ethical dilemma 3 – Coach fails to report low-level drug taking by their client

Q13.1.4 What do you think should happen in the following scenario?

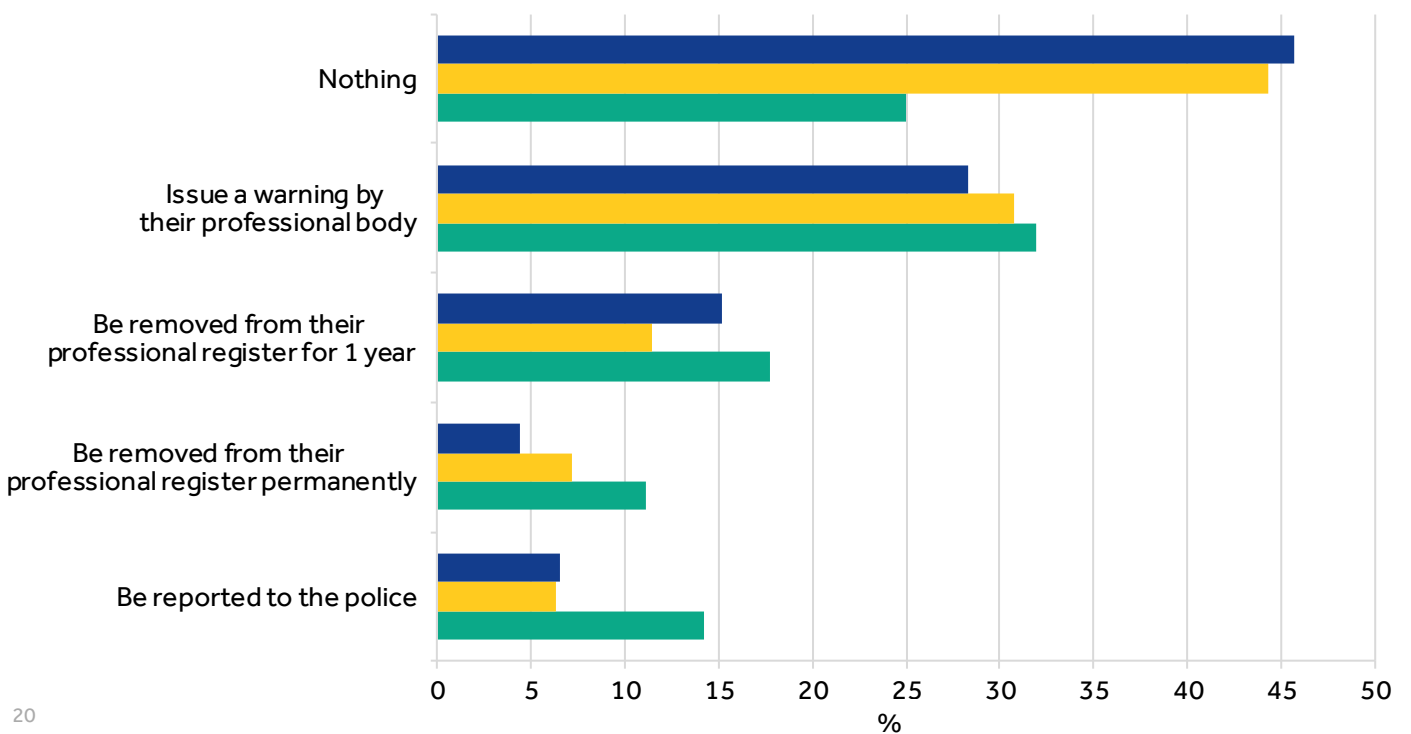
A coach fails to report to the appropriate authorities a client who is using low-level illegal drugs



### Diagram 25: Ethical dilemma 4 – Coach fails to report theft of commercial information

Q13.1.5 What do you think should happen in the following scenario?

A coach fails to report the actions of a client who has disclosed commercially sensitive information, which has affected the value of the company

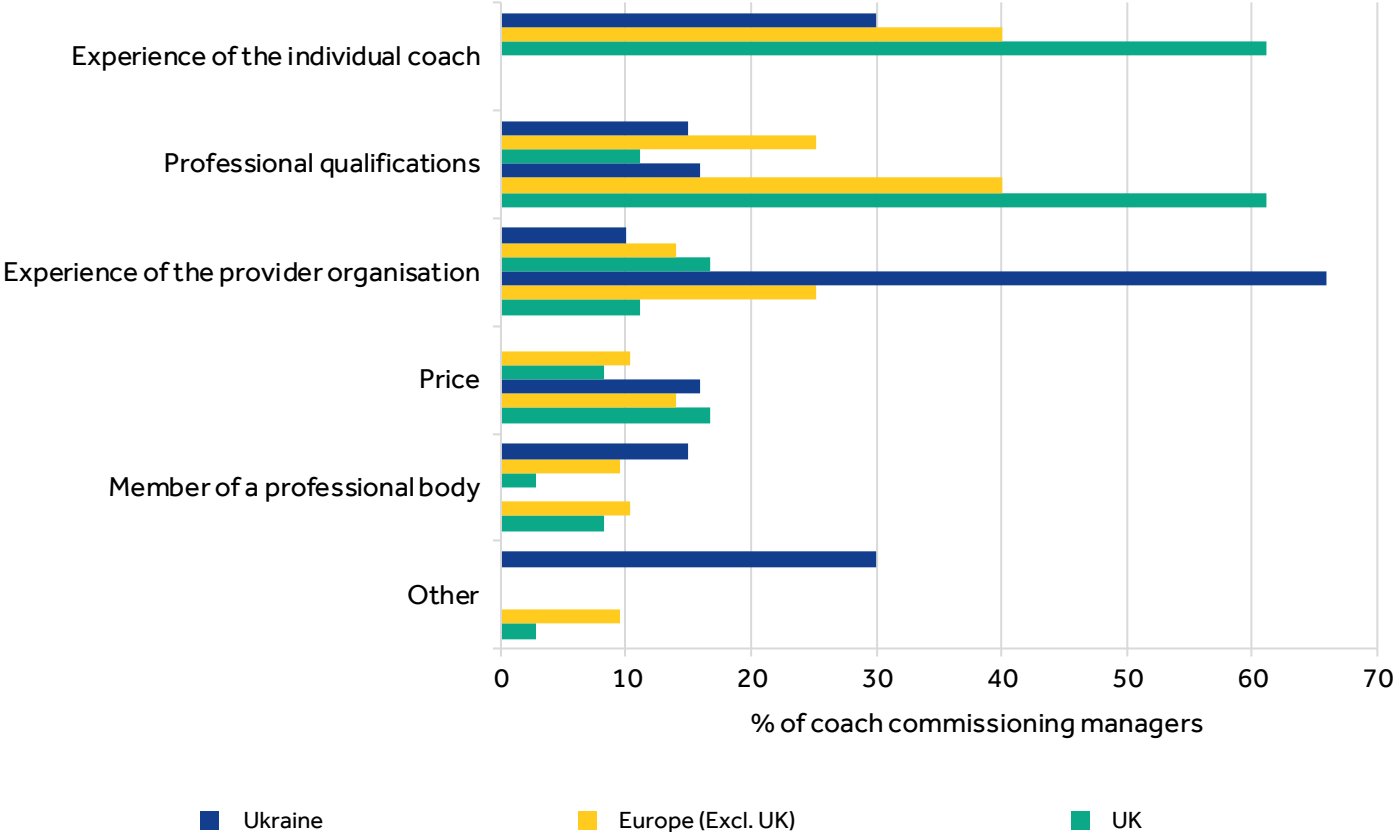




# Commissioning coaching

**Diagram 26: Criteria in coach selection**

Q16.1 When commissioning coaching, what are the most important factors (in order of importance)?



# Research partners

Our thanks go to our research partners who made this research possible. In total, over 100 organisations and individuals collaborated in the research, sharing the research link with their members and encouraging their members to participate.

## International research partners

- European Mentoring and Coaching Council International
- International Coach Federation
- Association for Coaching (Global)
- Worldwide Association of Business Coaches (WABC)

## National research partners

- Oil & Gas UK
- Chartered Institute of Professional Development (CIPD)
- British Psychological Society (BPS)
- British Association for Counselling & Psychotherapy (BACP)
- Association of Business Mentors (ABM)
- Association of Professional Executive Coaches & Supervisors (APECS)
- EMCC UK
- Association for Coaching (UK)
- EMCC Poland
- The Coaching Chamber (Poland)
- ICF Poland
- Mentors Association PROMENTOR
- International Mentoring Association
- Collegium Civitas University
- WSB Universities
- Novo Coaching
- Trainers Association MATRIK
- Norman Bennett Group
- Cognitivistic Institute Bennewicz
- Institute of Leadership & Management (ILM)
- Tischner European University
- Noble Manhattan Coaching
- Polish Coaching Association
- University of Social Sciences and Humanities, Laboratorium Psychoedukacji (SWPS)

- Irish Management Institute (IMI)
- CIPD (Channel Islands)
- Bulgarian Association for People Management (BAPM)
- ICF Bulgaria
- Croatian Coaching Association
- Croatian Psychological Association
- HR Centar
- Société Française de Coaching
- SCY (Finnish Coaching Association)
- Suomen Mentorit (Finnish Mentoring Association)
- Suomen Coaching-yhdistys
- ICF Finland
- Johdon työnohjaajat Ry
- Henry Ry
- Deutscher Bundesverband Coaching (DBVC)
- Deutsche Coaching Gesellschaft eV (DCG)
- ICF Greece
- ICF Hungary
- OHE National (HR Association)
- EMCC Hungary
- Associazione Italiana Coach Professionisti (AICP)
- ENI Corporate University
- SCP Italy
- Federprofessional
- Ridler & Co.
- Edinburgh Napier University
- University of South Wales (USW)
- University of East London (UEL)
- Sheffield Hallam University
- Oxford Brookes University
- American Chamber of Commerce in Kosovo
- ICF Slovak
- Slovenská Komora Psychológov

- HRComm (Association for Management and Development of Human Resources)
- Slovak Association of Coaches (SAKO)
- ALKP (Association of Lectors and Career Counsellors)
- Coaching – Theorie und Praxis (Journal)
- Swiss Society for Coaching Psychology
- Federation of Swiss Psychologists (FSP)
- ICF Switzerland
- EMCC Switzerland
- Berufsverband für Coaching, Supervision und Organisationsberatung (BSO)
- Associations of Psychologists of Andorra
- Hellenic Coaching Association (HCA)
- Coaching at Work (Magazine)

- ICF Lithuania
- ICF Sweden
- ICF Czech Republic
- EMCC Czech Republic
- CAKO (Czech Association of Coaches)
- QED Group
- Life Coach Italy
- Telecom Italia
- WPG Ukraine
- Ekonomika Communications Hub, Ukraine
- Natalia Romanenko, Ukraine
- Integral coaching, Ukraine
- ICF Chapter Ukraine

### International research partners

- |                          |                              |                              |
|--------------------------|------------------------------|------------------------------|
| • Annele Aarni-Wiklund   | • Kiril Kalev                | • Irini Nikolaidou           |
| • Genoveva Bakardjieva   | • Agnieszka Kaseja           | • Philippe Rosinski          |
| • Maciej Bennewicz       | • Agnieszka Kasprzycka       | • Marita Salo                |
| • Krystyna Błocka        | • Helena Kekoni              | • Gill Smith                 |
| • Frank Bressler         | • Eva Klimová                | • Paul Stokes                |
| • Zoltan Csigas          | • Katarzyna Konieczna        | • Anna Srebrna               |
| • Eve Menezes Cunningham | • Tuija Laitakari            | • Peter Štefanyi             |
| • Joel Digirolamo        | • David Lane                 | • Reinhard Stelter           |
| • Grzegorz Dobek         | • Loanna Lordanou            | • Rafał Szewczak             |
| • Boris Dobiš            | • Lise Lewis,                | • Adina Tarry                |
| • Kerrie Dorman          | • Robert Łęzak               | • David Tee                  |
| • Gilles Gambade         | • Emília Jányová Lopusníková | • Katharine Tulpa            |
| • Adam Gieniusz          | • Jeannette Marshall         | • Christian van Nieuwerburgh |
| • Aleksandra Glinka      | • Małgorzata Mazur           | • Peter Vaneyk               |
| • Rafał Ignasiak         | • Paul McIntee               | • Branislav Vargic           |
| • Laura Ihamuotila       | • Liz Merrick                | • David Webster              |
| • Wendy Johnson          | • Artur Michalski            | • William Wong               |







**Henley Centre for Coaching  
at Henley Business School**

Henley Business School  
Greenlands  
Henley-on-Thames  
Oxfordshire  
RG9 3AU  
United Kingdom

**T:** +44 (0) 1491 418 767 **E:** [coaching@henley.ac.uk](mailto:coaching@henley.ac.uk)



[henley.ac.uk/coachingcentre](https://henley.ac.uk/coachingcentre)