



# Background to the study

- Team culture survey
- Interviews conducted with team members
- Communication indicated as major issue
- Feedback session with consultants, managers and team members.
- The way forward?
- Proposal to address communication – coaching for managers and team members
- Budget constraints
- Can I assist?
- Psychology background – registered for MPhil in Management Coaching

# Definitions of coaching

- Coaching is a training or development process via which an individual is supported while achieving a specific personal or professional goal
- Some coaches use a style in which they ask questions and offer opportunities that will challenge the coachee to find answers from within him/herself. This facilitates the learner to discover answers and new ways of being based on their values, preferences and unique perspectives.

# Why SNA?

- ◉ Anonymous
- ◉ Pre and Post results
- ◉ Importance of evidence
- ◉ Graphical display of results

# My Research Topic

- ◉ Investigating the effect of individual coaching on team communication by using Social Networking Analysis.

# Questions I would like answers to

- Will the use of Social Networking Analysis indicate that individual coaching have an effect on team communication?
- Will SNA results assist in providing valuable answers to communication issues in a team, and will a coaching intervention, followed by a 2<sup>nd</sup> set of SNA results, improve communication?
- What effect will individual coaching have on team communication by using SNA results?

## My guess as to what the answer will be / Research statement

- Team communication will be affected by individual coaching through the use of SNA.

# Goal / aim and objectives

- Aim:
- To improve communication of team members by using SNA prior to and after individual coaching.
- Objectives:
  1. To identify communication levels prior to a coaching intervention, using SNA.
  2. To explore the value of SNA results for supporting the coaching process
  3. To identify communication levels after the coaching intervention, using SNA.

# Significance of the study

- SNA, as it will be used in this study, will assist in identifying coaching clients
- It will create self-awareness in coaching clients
- It will guide the coaching intervention
- SNA can be used to collect data which can contribute to the academic field of coaching

# Methodology

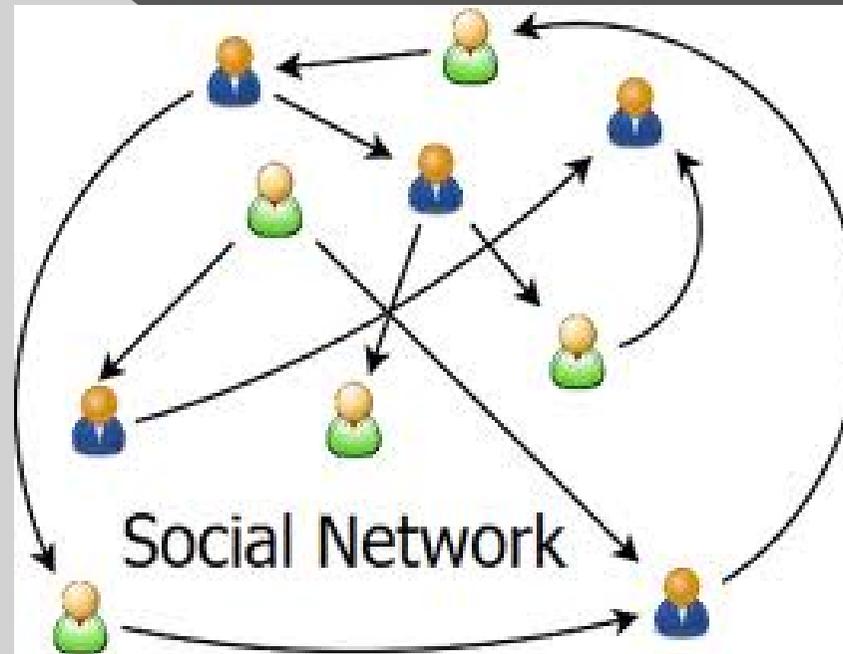
- Quantitative and qualitative methods (methodological triangulation) of data collection will be used.
- 1<sup>st</sup> & 3<sup>rd</sup> Objectives: Quantitative method
- Questionnaires, in a MS Excel format, (consisting of 2 communication questions), will be emailed to all 45 team members. Team members will be asked to rate one another on a scale from 0-5.
- Completed questionnaires will be put into SNA software to process the data.

# Network data

Each cell describes a relationship between the actors.

	Choise			
Chooser	Bob	Carol	Ted	Alice
Bob	--	0	1	1
Carol	1	--	0	1
Ted	0	1	--	1
Alice	1	0	0	--

# Social Network



# Methodology

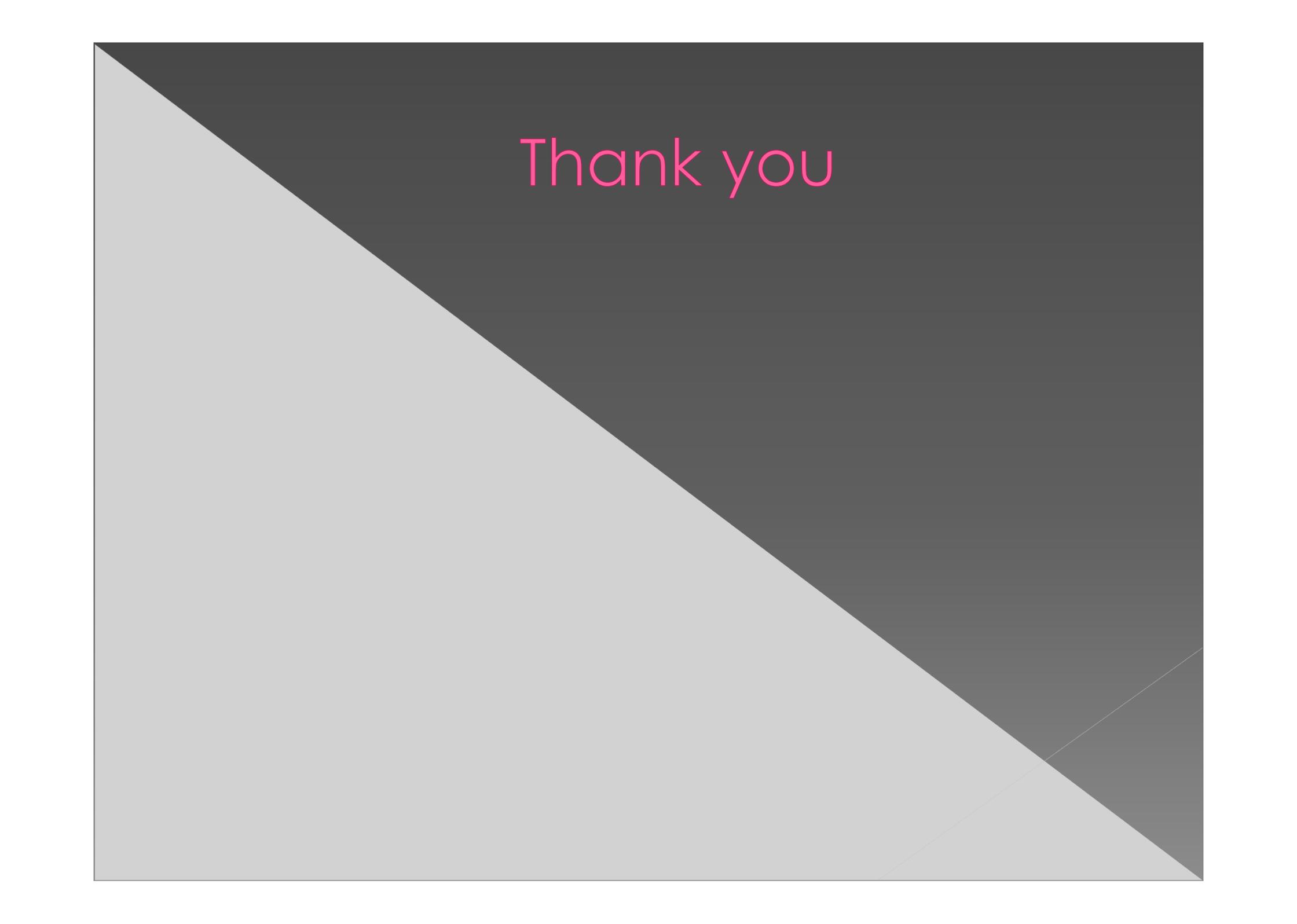
- 2<sup>nd</sup> Objective: Qualitative method
- Semi-structured interviews will be conducted with coachees after the coaching intervention to compare their pre- and post coaching SNA results
- Coachees will get a chance to reflect on the results and indicate what brought about the change in the SNA results.

# Ethical considerations

- ◉ I had to obtain REC clearance.
- ◉ I shall adhere to steps to ensure that established ethical standards are applied, e.g. participation will be voluntary, personal data of participants will be secured, confidentiality of information and anonymity of participants will be maintained, sensitive data will be protected.

# Youtube video about SNA

- Visit <https://www.youtube.com/watch?v=HJNZQNXwNPA&feature=youtu.be> for a 6 minute experience of the significance of SNA (remember to open inetkey on campus)
- As I shall be using the tool in my research, you are welcome to contact me at [puys@sun.ac.za](mailto:puys@sun.ac.za) for further information.



Thank you