

## INDIVIDUAL COACHING WITH PSI

Dream on! We all too easily forget that we don't simply act as rational beings: Some 90 % of our actions are controlled by the unconsciousness. Coaching on the basis of PSI makes it possible to develop potentials slumbering in our unconsciousness.

**Industry:** Industrial commodities – personal coaching for executives

### The customer's problem

Following strategy and structural changes, executives were faced with new challenges, of which they had no experience of handling. To manage these challenges in an individual way, the customer looked for an external partner to perform personal coaching with executives.

### Theoretical principles

What drives me to take on a new challenge? What prevents us from tapping into our full performance in a certain situation? What percentage of this is due to our unconsciousness? What style of action can I choose to manage new challenges in the most successful way? What can I do if my preferred style of action is getting in my way? The theory of personality system interactions (PSI theory) provides answers to these questions. It is based on the latest findings in neuropsychology, occupational and motivational psychology and psycho-diagnostics. Personality diagnosis parallel to training (*Trainingsbegleitende Osnabrücker Persönlichkeitsdiagnostik – TOP*) additionally provides a practical toolbox as a basis for coaching.<sup>1</sup>

Against the background briefly described here, effex's task was to perform individual coaching with executives to prepare them for new challenges.

### Practical implementation

The executives primarily filled out the TOP questionnaire which covers conscious and unconscious motivations and preferred styles of action, among other facts. In the subsequent individual sessions, personal challenges were identified and the right questions (based on the evaluation) were posed to allow the coachee to find their own approach to managing them. In the scope of implementation, tailored actions were developed with each coachee. The focus was less on establishing skills and more on motivational objectives. In most cases it was a

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<sup>1</sup> Kuhl, J. (2000). A functional-design approach to motivation and self-regulation: The dynamics of personality systems interactions. In M. Boekaerts, P.R. Pintrich & M. Zeidner (Eds.), *Handbook of Self-Regulation* (pp. 111-169). San Diego: Academic Press.; Ritz- Schulte, G., Schmidt, P., & Kuhl, J. (2008). *Persönlichkeitsorientierte Psychotherapie*. Göttingen: Hogrefe.

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CASE STUDY  
CHANGING BEHAVIOR - KNOWING HOW

question of developing a personal management style taking unconscious potentials that would reinforce motivation into consideration. Methods also used in professional sports were employed.

**Impact**

One year after completing coaching, 32 of the 34 executives were still with the company. One resigned as a result of the coaching process. He was looking for another position that better suited his personality. Another one was made redundant when it became clear that he was unable to master the new challenges.