



UCOACH Project: A commitment to innovation and competitiveness of European SMEs

UCOACH is an European project that aims to raise the competitiveness of European SMEs through the Executive Coaching

U-COACH is a project involving eight institutions from different countries of the European Union, to promote and improve the capacity of

European SMEs. This is an initiative for European managers and entrepreneurs with the skills and abilities necessary to develop and promote leadership and self-management in European SMEs, through the implementation of Executive Coaching in business processes. U-COACH is part of the

line of *Transfer of Innovation (TOI)* of Leonardo Da Vinci Programme, owned by General Directorate Education and Culture of the European Commission. The program's goal is to identify one or more innovative solutions and adapt it for the implementation in other countries or sectors targeted.

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Visit the UCOACH Project website: www.u-coach.es



You can follow the developments of the project: the action taken by each country, side projects of members, the first results... An ongoing dialogue between partners where you can discover how to develop workshops and the latest surveys.

UACOACH

Programme:

These are the details about the tasks that will be developed with the project

1. Project Management

T1.1. Project Manual
T1.2. Online Management system
T1.3. Daily Management

2. Methodological framework

T2.1. Analysis of materials and contents
T2.2. Analysis of tools for fieldwork
T2.3. Creation of methodological framework

3. Needs analysis

T3.1. Field work
T3.2. Regional/National Report
T3.3. Elaboration of the needs analysis

4. Development of training contents

T4.1. Identification and classification of materials and contents
T4.2. Final selection of contents and materials
T4.3. Final selection of contents for the training area
T4.4. Adaptation materials for self-learning system
T4.5. Identification and classification of materials and contents

5. Development of support contents

T5.1. Identification and first classification of support materials
T5.2. Map of support materials
T5.3. Final selection of support materials
T5.4. Treatment and adaptation for the self-learning system
T5.5. Identification and classification of support materials (3rd parties)

6. Developing of self-learning system

T6.1. Description of technical requirements
T6.2. Programming of the self-learning system
T6.3. Integration contents into the system

7. Validation and evaluation

T7.1. Design of methodology
T7.2. Selection of participants
T7.3. Validation reports
T7.4. Improvements

8. Valorisation

T8.1. Awareness raising methodology
T8.2. Realisation of awareness seminars
T8.3. Dissemination plan
T8.4. Dissemination tools
T8.5. Dissemination activities

9. Exploitation

T9.1. Elaboration of an exploitation plan



EXECUTIVE COACHING: The support which your business needs

Coaching is a process that is aimed at professional and personal development of the coachee and if it is conducted in a suitable approach, can make a depth transformation of the person who receives it.

Executive Coaching can help the coachee or manager who is leading the management of a company or business area, to improve in a more sustainable, ethical and consequently more profitable, productive and competitive organization.

It is possible to develop the Executive Coaching process from a perspective which views Corporate Social Responsibility. The coachee can project the profit of the process of coaching, not only individually but also in relation to the different stakeholders or interest groups that operate in their working environment and staff.

The Executive Coaching, sees through the prism of Corporate Social Responsibility, and can help

managers to build organizations and develop corporate cultures and values based on a mix of social and economic benefits.

Coaching training consists of conversations or dialogues, through the relationship between questions and answers that hold two people, coach and coachee. In that process, the coach acts as a mere stimulus, points the way and leads to the answer or possible solution but is the coachee who should get there by himself, aided by reflection, thought, the potential development personal and professional side, the change of attitudes and skills, improving skills and competencies, study, observation, meditation and empowerment of talent and human capacity.

The Executive Coaching must integrate a social, ethical and humanistic side, enhancing and developing the personal and professional capacities of the coachee.

In parallel, the coachee will also develop, on a personal level, some management skills and based on

SMEs : Key drivers in the project

Most companies that are part of the business network of a country are small and medium enterprises (defined as companies with fewer than 250 employees) or SMEs. In fact, the 20 million SMEs in the EU represent 99% of businesses, and are a key driver for economic growth, innovation, employment and social integration. The European Commission aims to promote successful entrepreneurship and improve the business environment for SMEs, to allow them to realise their full potential in today's global economy.

These data underscore the need to improve the competitiveness of SMEs, in order to promote employability and entrepreneurship in the EU countries

New challenges for SMEs:

- The value of knowledge
- The internationalization of the company
- Improving people management
- Improving the skills of SME

First Appointment: Amsterdam

The first meeting of U-COACH team took place in Fryslan House in Amsterdam (Netherlands). This first approach was designed and developed with the aim to identify and implement Project's next tasks. Although, the workteam was focused in first, second and third workpackages.

Most of the partners involved in the project attended the meeting, except for XLAB and ADR nordest, whose weren't able to attend the meeting due to last minute complications. In order to solve this situation, they attended the meeting through videoconference via Skype. Then the agenda of the meeting was presented and the meeting started with the establishment of general management issues.

AGENDA:

- Welcome
- Project Management
- Workprogramme
- Methodological framework
- Budgetary and financial issues
- Closing



Kick Off Meeting in Amsterdam

personal relationships, giving them a humane and supportive treatment, with the aim of improving the working environment of the company and the quality of life of human capital. That will impact for the improvement in institutional and corporate relationships, in an external way. Therefore, coaching determinates profits and added value in a long term, which will promote the improvement of communication, social skills and emotional intelligence, win-win negotiation, teamwork, active listening, customer orientation, leadership, etc.

PROCESS OF EXECUTIVE COACHING

In any process of coaching, it is necessary to plan a work program that acts as a guide to work on it. The work plan must contain standards and guidelines that serve as benchmarks for performance.

This article is focused on executive coaching, but in addition, there are other varieties such as personal coaching, business coaching, team coaching, sports coaching and coaching blended or mixed.

It should identify and define the objectives to be achieved, it is also advisable to design a learning plan that will be adapted to the development of the process.

Experts advise long-term view the changes we wish to experience.

The duration of the process is simply a mere reference, since in the agenda of the program can determine a start date but no end date, it is advisable to adopt a flexible position and be aware of when to end it, depending on the progression of the coachee and compliance objectives.

People who make this possible: The Partners

University of Extremadura (Spain)

The University of Extremadura was founded in 1973, that means which is a young institution yet well consolidated and keen to accept new challenges such as European convergence in higher education.

Fundecyt (Spain)

Since its creation, the mission of Fundecyt has been to act as a bridge between Company, University and Society, to establish communication channels and collaboration between these groups.

XLab (Slovenia)

Xlab is an R&D company with a strong research background in the fields of distributed systems, GRID computing and peer-to-peer networks.

Projects in Motion (Malta)

PiM is a multidisciplinary research organisation and cluster platform which gives support to collaborative projects.

Eurocrea (Italy)

Eurocrea has got three business units with specific skills in order to deal with complex financial projects, with the objective of guarantee a complete control on every

operations.

BDF (Netherlands)

BDF develops economic projects focussed on SMEs, especially about internationalisation.

ADR (Romania)

The North-East Regional Development Agency stimulates the region's social and economic development.

Innovate (Ireland)

Innovate is a research and training organization focused on developing programmes for organizations.