



Jury Report NOBCO thesis award 2011

On September 9 2011 the jury of the NOBCO thesis award met to discuss which thesis should be nominated for the NOBCO thesis award 2011. This year is the second year that this award will be given to a master, bachelor or postgraduate student who wrote a thesis about coaching or research into coaching.

We are happy to announce that NOBCO received 14 theses. 3 of them were not really about coaching, so the research committee of NOBCO preselected 11 theses for the jury. The jury consisted of four members, namely:

- Prof. dr. Yvonne Burger, chair (program director postgraduate program Executive Coaching, Vrije Universiteit)
- Dr. Rendel de Jong (Universiteit Utrecht, member of the research committee of the NOBCO)
- Drs. Rudy VanDamme (coach, trainer, writer)
- Drs. Alexander Vreede (president NOBCO/EMCC-NL).

As members of the jury we used five main criteria to judge the theses, namely: content, method, presentation, contribution to theory on coaching and contribution to the coaching profession. It was a great pleasure for us to read all the theses and after an intense dialogue we decided to nominate three theses, namely – in alphabetic order:

1. Rob Boom, *"Vitaliteit & Coaching"*: this is a study into how to stimulate the vitality of the Dutch police organization. Rob's research focuses on how coaching can contribute to this development.
2. Geert Hidding: *"Inzicht in coaching, een onderzoek naar de effecten op kernkwaliteiten"*. The study of Geert was about how coaching effects the development of core-qualities of the members of Getronics Consulting.
3. Min-Jou Huang: *"A qualitative study into the coach's two-client problem"*: how coaches can reconcile the difference of needs and expectations between the coachee and the sponsor.

We are proud to announce that the study of Min-Jou Huang has been selected for the NOBCO thesis award 2011. This study aims to find out how coaches can link personal achievements of the coachee to the organizational performance demanded by the sponsor. Together with 22 respondents the author identified 6 sources of problem arising from the coaching triangle, which she specifically defined as the 'two-client problem'. A problem all coaches from time to time have to deal with. Min-Jou identified 10 strategies to cope with and prevent these complications.

The jury thinks that although the findings are not very innovative, the two-client problem is an interesting theme that we as coaches recognize and that a profound research into these dynamics is a good example of how to deal with this kind of issues in a scientific way. The study of Min-Jou is a clear scientific analysis of this triangle. Clear question, clear method, good presentation of the results and it contributes both to theory and practice of coaching. Because of this the jury is convinced that the 2011 NOBCO thesis award is well earned.

The theses of Rob Boom and Geert Hidding will receive the two NOBCO incentive awards, because of their contribution to measuring the effect of coaching within organizations. Both are examples of how to relate coaching to organization development, which in our opinion is very important for the effect of coaching. Indeed organizational development follows individual development and a coach must be aware of both.

November 22nd 2011

On behalf of the jury:
Prof. dr. Yvonne Burger cmc