

Interview:

L: "Hi Eva. Thanks for taking the time to talk to me today."

E: "Hi! Yes, of course. I'd like to help you."

L: "So, as already described in my e-mail the other day, I'm interested in becoming a coach myself and was wondering if you could help me gain more insights into which steps to take, with special focus on Norway. So...how did you get into coaching?"

E: "Sounds good. This is quite a long time ago. I was actually running a law firm when I decided to change my career. At that time, coaching was relatively new, but I got some very interesting facts about it through a friend of mine. This is when I decided to do a certificate with CTI (Co-active Training Institute) in Oslo in 2002. I decided to do the certificate there because it is one of the largest coaching organization worldwide. As the organization is based in SFO, I took my exam there in 2003. Ever since, I have developed myself, and sought after more trainings of all different types of coaching areas, like NLP, PTC and so on."

L: "This sounds really interesting. So, you are offering quite a wide range of coaching forms?"

E: "Yes, indeed, this is also why I took another course in neurol science in Florida 2017. Not only because I wanted more and new input, but also to energize my coaching skills again.

L: "This is really impressive. What would you say was the main motivation for you to change careers?"

E: "I believe it was the wish to work more closely with people and organizations together. In my previous job, when working in projects, I usually was the one finding the right role for each individual stakeholder. And this ultimately led to my interest to find purpose and direction for myself and others. This is also what I found really unique about coaching, coaching refers to individuals and is always different and makes the work exciting, challenging and educational."

L: "I can imagine! When looking at your business clients, do you work more often with companies or leaders of companies?"

E: "This really depends. Most of the times, leaders approach me to seek for coaching. After getting to know each other, this leader decides to involve the company or not. Some prefer to use coaching for personal growth, others use it to work better in teams and to improve the processes within the company."

L: "And when you speak about leaders, do you coach both women and men?"

E: "Yes, I coach both, however, it's more natural to me to coach women. These women often seek inspiration, challenges, or want to see the bigger picture again. Because I am a person who wants to grow and learn new things, I can often identify with them. I also did some workshops in Africa, South-Sudan to help empower women. But nevertheless, I also coach men and they are always welcome at Benow."

L: "Wow, are you doing many of these international "activities"?"

E: "Yes, indeed! I also work for projects focusing on East European countries like Hungary, Czech Republic and now most likely Romania and Greece. So, I really like to look outside my "comfort zone" and see how I can support others with less possibilities."

L: "This is really incredible. Slowly coming to an end, what would you recommend me to keep in mind when looking at a career as a coach (in Norway)?"

E: "Be clear in your vision and stay open minded to your options. I would also recommend checking out the Myer-Briggs personality types, you can find a test on my website. I usually begin the coaching with a new client by figuring out which type they are and then take it from there. Regarding coaching in Norway, when I started, coaching was relatively new, so there were not many coaches in the market. As time has passed, more and more coaches came to the market, however, many are not licensed. This is why the term "coach" itself is not protected and can lead to misunderstandings and uncertainty. Be aware of this and know that there are ways to get a license. One last aspect is that there are still many people who do not believe in the power of coaching and I guess that can be really challenging in the beginning."

L: "Okay, yes I have heard about the dilemma of the term and I hope they will find a solution for it. Thank you so much for the interview. It was really nice talking to you and getting to know more about you and Benow."