



ERSHAD COACHING

The Principles and Practice of
Coaching in Islamic Culture

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Our time together

**Why we
embarked on this
project**

**Ershad
coaching
framework**

**Key
differences**

**Coaching for
alignment**

Roundtable discussion

Why we embarked on this project

“Unlocking a person’s potential to maximise their own performance”

Sir John Whitmore

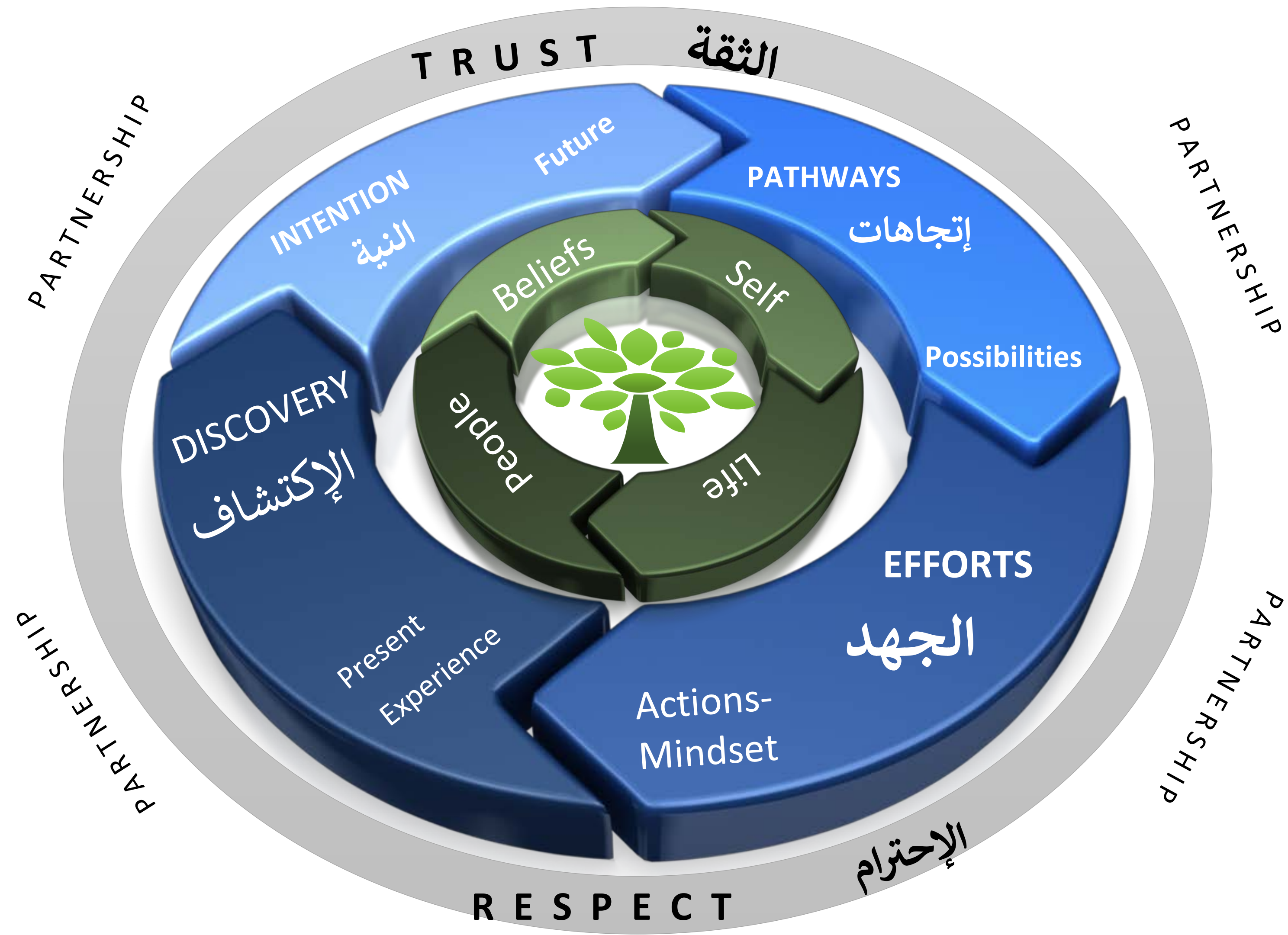
Coaching Definition from Islamic History

Is the assistance from one individual to another to achieve the following

- Solve problems
- Take advantage of its potential
- Take appropriate decisions
- Reach consensus
- To help individuals to develop their independence and develop their abilities to be responsible for themselves

Ibn Manthoor Year 1232 - 1311 (more than 700 years ago)

THE ERSHAD COACHING FRAMEWORK



Coaching Practice



Religion in Practice

ones in life



%2.5 ones a year



%5 day hours





%8.5 Year days

Relating to others



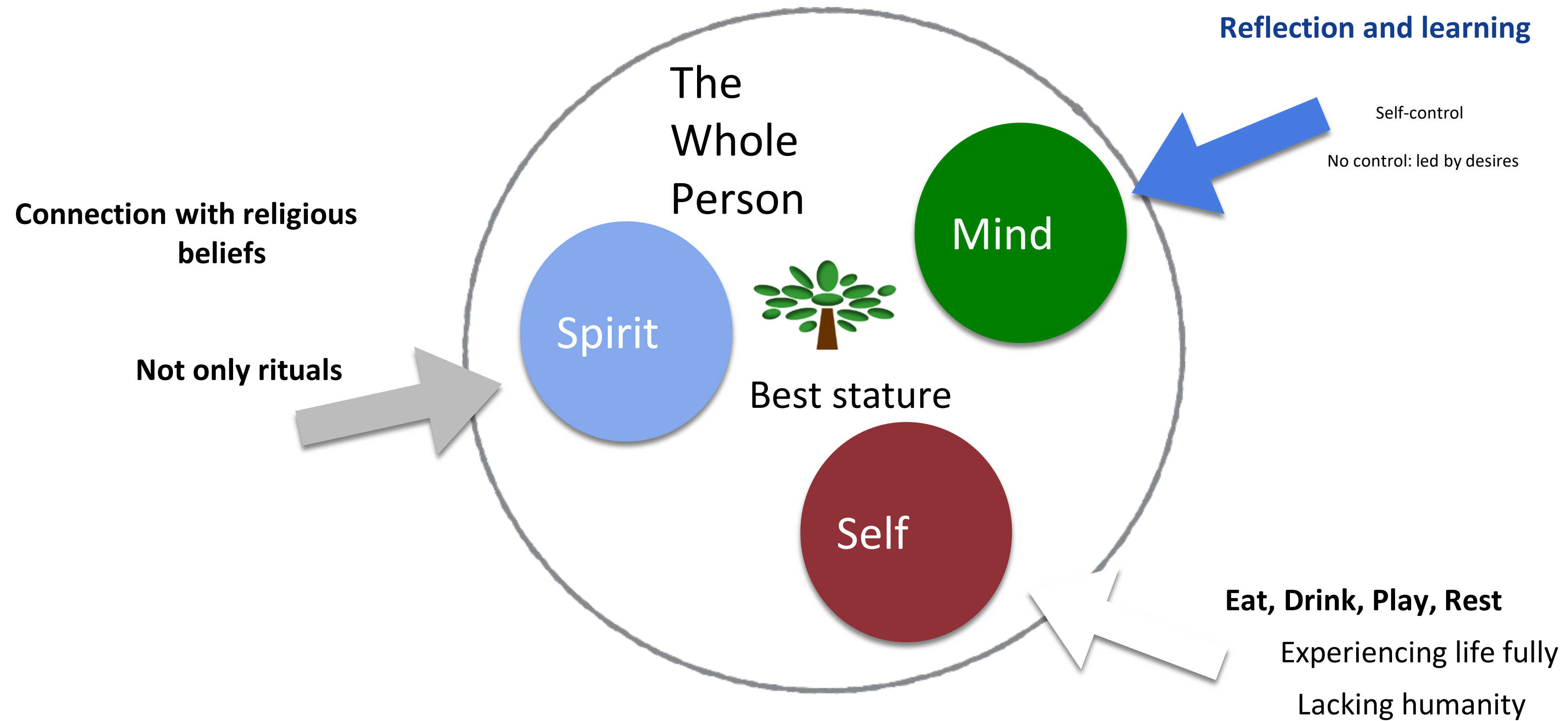
Worship goes beyond rituals

Includes :

- Helping others
- Supporting those in need
- Taking care of family members
- Being kind to strangers
- Standing up for people's rights
- Smiling and greeting others
- Controlling your anger
- Speaking well of others
- Being gentle in your interactions
- Being humble and respectful

(van Nieuwerburgh & Al-Laho, 2017)

Alignment



Key differences

Ershad Coaching Framework
Values and principles are integral
Intention rather than “goal”
Facilitator rather than “coach”
Learner rather than “coachee”
Based on trust and generates trust
Coaching focuses on the person as a whole



The three elements of effective coaching



Coaching process

- For example, the GROW model

Coaching skills

- Skills such as asking powerful questions, active listening and summarising

Way of Being

- Humanistic, person-centred approach

(van Nieuwerburgh, 2017)

Your thoughts, observations, comments
and questions