Let's sculpt it! Experiencing the role of context in coaching

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White Horse Coaching

**Economic Context**
- Current performance of the Organization
- Adverse economic context

**Philosophy**
- Potential conflict between personal and professional values
- Competing models of ethics

**Psychology**
- Psychological contract between the coach and coachee
- Phenomena of (counter-)transference

**Sociology**
- Power dynamics, authority and hierarchy
- Vested interests in coaching

**Legal Context**
- Brigitte’s adherence to a code of ethics and loyalty to a professional body

**Political Context**
Does not overtly feature

**Sociological Context**
- Definition of effective leadership
- Visions of successful coaching

**Technological Context**
Does not overtly feature