

STEP COACHING STRATEGY

EXTERNAL COMMUNICATION



External Communication:

between Coaches and their Coaching Countries

- ✓ Send an introductory e-mail to your Coaching Groups. For instance, you can give them the link to your Facebook account, to the Slack channel that they need to join and your telephone number in an e-mail, thus most of them will be able to add you themselves
- ✓ Set up the first Skype meeting as soon as possible after starting your term as a member of the STEP Coaching Team
- ✓ If, your contact person doesn't seem to respond at the start, ask VP STEP ELSA International whether he/she has some background knowledge about this Coaching Country's STEP situation and with which person of the National Group the IB has contact with – then try to contact that person
- ✓ Make your contact person aware of the Coaching System and how to use it efficiently.
- ✓ Test their STEP and general ELSA knowledge, even if your Coaching Group is knowledgeable enough regarding STEP and ELSA in general, ensure them to contact with you on anything and anytime.
- ✓ Decide upon your main means of communication with the contact person of your Coaching group. (Facebook is also an option, but try to make them use Slack)
- ✓ Try to build a relation of trust with your contact person and communicate in a friendly manner, try to find and add your contact persons as a friend on Facebook so the person will be able to communicate not only via e-mail and ask spontaneous questions. However, for important ELSA or STEP related questions; please make them use e-mail or Slack.
- ✓ If you think your Coaching Country lacks STEP and ELSA knowledge in general or if they require any particular training, try to arrange a training meeting on Skype and try to include respective countries Local STEP Officers in it.
- ✓ The content of the training has to be adapted to the respective Coaching group needs (in regard to STEP content and general content like time management, proper research, contact to externals etc.)
- ✓ Provide transition if needed (incl. internal interfaces)
- ✓ Together with your Coaching Group set up STEP goals – what has to be reached, and when?
- ✓ Depending on your coaching group's needs, together, develop an individual STEP Development Plan and Marketing Strategy.

- ✓ Separate your goals subject by subject (i.e. Job Hunting, Student Hunting, Reception, Evaluation, Team Management, Partners, Internal Traineeship Programme, etc.) and come up with concrete means to achieve those goals
- ✓ Become acquainted with the problems, strengths and weaknesses which our groups are facing and involve the Director and Assistants for Job Hunting if further Job Hunting input is needed
- ✓ Check e-mails regularly (there might always be an e-mail of one of our Coaching Countries)
- ✓ Try to have at least one Skype meeting with each responsible person for STEP in each Local Group of each Coaching Country.
- ✓ Organise group Skype meetings (one coach together with all of his/her Coaching Countries): Invite to at least two Skype meetings with all your own Coaching groups at once in order to exchange ideas, solve problems and getting to know each other better.
- ✓ Try to find alternatives to Skype meetings – e.g. webinars, training videos, greeting videos, etc. from time to time instead of just Skype meetings and e-mails (keeping up the motivation, showing creativity)
- ✓ Improve personal contact with your Coaching Groups. For instance, if the distance is close and travel costs are feasible, you can try to visit them or you can send them holiday cards, thank you cards or something similar.
- ✓ Encourage your Coaching Countries to post pictures, videos and/or articles about the traineeship reception(s) on Facebook and Instagram. Also, remind them best reception pictures, videos and/or articles will be awarded during the International Council Meetings, thus make sure your Coaching Groups sends you best reception pictures, videos and/or articles
- ✓ Help VP STEP ELSA International with statistics and provide a follow-up – collect the names of the trainees that come to your Coaching Country and the traineeships' statuses, learn whether the Hosting Groups or Traineeship Providers contacted with the trainees and when
- ✓ In general: No spamming once the respective Coaching Country's STEP situation has been clarified – let your contact person know that you are there for him/her, but if he/she does not want our help we have to accept that
- ✓ Regarding to the Coaching System, an evaluation will be made by sending SotN Report to every National Group including an evaluation inquiry on the STEP Coaching System. After the evaluation, the Coaching Strategy may be adjusted to the Network's wishes, feedback and needs in order to provide for efficient and high-quality Coaching