

Język Angielski Biznesowy

Business English

Magazine



Coaching

Dear Readers,

Welcome to this month's BEM portable business language guide. Modern corporate culture thrives on¹ many fairly² simple ideas and concepts that are neatly³ packaged into some catchy⁴ buzzwords⁵ or phrases; there's lean⁶ management, rightsizing⁷, insourcing⁸, reshoring⁹... The list goes on. One term stands out¹⁰ from the crowd like a stubborn¹¹, unruly¹² little hellraiser¹³ amongst the better behaved teacher's pets¹⁴; it's coaching – an innocent-looking word that became an umbrella term¹⁵ for a whole group of different ways of personal training, all applicable to¹⁶ business situations rather than a classroom. That's why even though there exists¹⁷ a very glib¹⁸ definition, put forth¹⁹ by serious researchers²⁰ (e.g. Cummings and Worley), it's best to dispense with²¹ it altogether and adopt a more descriptive²² approach²³.

Class ready? Let's begin.

¹ **to thrive on sth** tə θraɪv ɒn 'sʌmθɪŋ kwitnąć dzięki czemuś

² **fairly** 'feəli dość

³ **neatly** ni:tli ładnie

⁴ **catchy** 'kæʃtʃi chwytliwy

⁵ **buzzword** 'bʌzwɜ:d modne słówko

⁶ **lean** li:n smukły

⁷ **rightsizing** 'raɪtʃaɪzɪŋ dostosowywanie ilości etatów w firmie do potrzeb rynkowych

⁸ **insourcing** ɪn'sɔ:sɪŋ zlecenie pracy wewnątrz firmy

⁹ **reshoring** rɪ'ʃɔ:ɪŋ sprowadzanie środków finansowych z powrotem do kraju podatkника

¹⁰ **to stand out** tə stænd aʊt wyróżniać się

¹¹ **stubborn** 'stʌbən uparty

¹² **unruly** ʌn'ru:li niesforny

¹³ **hellraiser** 'helraɪzə(r) łobuz

¹⁴ **teacher's pet** 'ti:tʃəz pet pupilek nauczyciela

¹⁵ **umbrella term** ʌm'brɛlə tɜ:m termin, pod którym rozumianych jest wiele różnych pojęć

¹⁶ **applicable to sth** ə'plɪkəbl tə 'sʌmθɪŋ mający zastosowanie do czegoś

¹⁷ **to exist** tu ɪg'zɪst istnieć

¹⁸ **glib** glɪb gładki

¹⁹ **to put sth forth** tə pʊt 'sʌmθɪŋ fɔ:θ wyjść z czymś

²⁰ **researcher** rɪ'sɜ:tʃə(r) badacz

²¹ **to dispense with sth** tə dɪ'spens wɪð 'sʌmθɪŋ odrzucić coś

²² **descriptive** dɪ'skrɪptɪv opisowy

²³ **approach** ə'prəʊtʃ podejście

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At its most simple, coaching is an extremely old and very well-practiced²⁴ way of operating under someone's guidance²⁵ to grow, change or develop in some way, perhaps to be better at your job, or maybe to get more satisfaction out of your career. Coaching is often understood as anything that happens in and is related to²⁶ a relationship²⁷ between someone more experienced and someone less experienced, a relationship that exists specifically in order to transfer skill²⁸, knowledge²⁹, improve³⁰ performance³¹, define goals³² and remove any obstacles³³ on the way to achieving³⁴ these goals... In this respect, it differs³⁵ only superficially³⁶ from the age-old³⁷ bonds³⁸ between a master³⁹ and an apprentice⁴⁰, a tutor⁴¹ and a pupil and many others. It may even appear⁴², that, like the Eskimos and snow, we have a lot of words relating to the many varieties⁴³ of the concept, rather than a single word that describes the phenomenon⁴⁴ itself. That's why smart corporate gurus invented⁴⁵ such an all-encompassing⁴⁶, but very vague⁴⁷ term to gather some loosely⁴⁸ fitting⁴⁹ ideas in one place. Of course, any self-respecting⁵⁰ guru would immediately try to coach you on the proper⁵¹ understanding of coaching. They'd do so according to⁵² the typical practice of coaching: They'd ask you some simple questions that are supposed to get the proverbial⁵³ juices flowing⁵⁴, then by answering those, make you realise⁵⁵ some truths about coaching. Afterwards, they'd help you realise what is it that you're trying to reach – here it's the

²⁴ **well-practiced** wel 'præktɪst wypraktykowany, wypróbowany

²⁵ **guidance** 'gaɪdnɪs poradnictwo, wskazówki

²⁶ **related to** rɪ'leɪtɪd tə związany z

²⁷ **relationship** rɪ'leɪʃnʃɪp relacja, związek

²⁸ **skill** skɪl umiejętność

²⁹ **knowledge** 'nɒlɪdʒ wiedza

³⁰ **to improve** tu ɪm'pru:v poprawić

³¹ **performance** pə'fɔ:məns wyniki

³² **goal** ɡəʊl cel

³³ **obstacle** 'ɒbstəkl przeszkoda

³⁴ **to achieve** tu ə'tʃi:v osiągnąć

³⁵ **to differ** tə 'dɪfə(r) różnić się

³⁶ **superficially** ,sʊ:pə'fɪʃəli powierzchownie

³⁷ **age-old** eɪdʒ əʊld stary jak świat

³⁸ **bond** bɒnd więź

³⁹ **master** 'mɑ:stə(r) mistrz

⁴⁰ **apprentice** ə'prentɪs uczeń, praktykant

⁴¹ **tutor** 'tju:tə(r) korepetytor, nauczyciel prywatny

⁴² **to appear** tu ə'piə(r) wydawać się

⁴³ **variety** və'reɪəti odmiana

⁴⁴ **phenomenon** fə'nɒmɪnən fenomen

⁴⁵ **to invent** tu ɪn'vent wynaleźć

⁴⁶ **all-encompassing** ɔ:l ɪn'kɒmpəʃɪŋ obejmujący wszystko

⁴⁷ **vague** veɪɡ mglisty

⁴⁸ **loosely** 'lu:slɪ luźno

⁴⁹ **fitting** 'fɪtɪŋ pasujący

⁵⁰ **self-respecting** self rɪ'spektɪŋ szanujący się

⁵¹ **proper** 'prɒpə(r) właściwy

⁵² **according to** ə'kɔ:dnɪŋ tə zgodnie z

⁵³ **proverbial** prə've:biəl przysłowiowy

⁵⁴ **to get juices flowing** tə get dʒu:sɪz fləʊɪŋ rozruszać szare komórki

⁵⁵ **to realize** tə 'ri:əlaɪz zdać sobie sprawę