

THE REVIEW OF ROSINSKI, P. (2010).  
*GLOBAL COACHING. AN INTEGRATED APPROACH  
FOR LONG-LASTING RESULTS.*  
LONDON: NICHOLAS BREALEY PUBLISHING. 266 PAGES  
(POLISH EDITION: ROSINSKI, P. (2011).  
*GLOBALNY COACHING. PODEJŚCIE ZINTEGROWANE*)

My first encounter with *Global Coaching*, both the book and the approach, was at the *Leadership and Coaching Across Cultures* seminar with Rosinski that I attended in London 2012. A friend, who is a psychologist and executive coach, had recommended Rosinski's books and approach to me. Before the seminar I did some desktop research, but it was not until I read the book in full that I understood the power behind Rosinski's holistic and intercultural perspective.

What really attracts me to global coaching is the way Rosinski promotes the necessity of going beyond traditional attitudes to coaching and leadership skills development, attitudes such as the psychological and managerial ones. As much as these are essential, more is required to stimulate the development of coachees to prepare them for effective performance in the *global village* reality of today. And by performance we do not mean to restrict ourselves to what we understand under the term of 'workplace performance'. As Rosinski points out, both coaches and coachees face personal challenges on top of the global and societal requirements of living in the twenty first century: 'Everyone (...) can benefit from improving physical fitness, energy and resilience; developing organisation and leadership skills that lead to tangible, sustainable results; honing emotional intelligence, assertiveness and the ability to forge constructive relationships and manage conflict; learning to achieve goals while serving others; finding ways to leverage diversity for enhanced creativity; developing ways to deal with adversity; and exploring how to live a meaningful life.' (2010: xiv) Living a meaningful life has not often been promoted as an important goal in developing global leaders.

Yet the leap in global awareness across the nations and organisations illustrates the necessity of applying integrated and versatile solutions for sustainable personal and organisational development.

Linda Page (2006) addressed the emerging trend for multiple perspectives: ‘There is a growing consensus that the field of coaching studies should be cross-disciplinary, multi-disciplinary, or inter-disciplinary – that is a hyphenated field rather than one that is ‘owned’ by any one existing academic discipline.’

So what are the perspectives that Rosinski finds useful for his broad and inclusive form of coaching, or ‘global coaching’ as he refers to it? The book provides a thorough explanation of six integrated perspectives along with definitions, meaning and examples; three in particular, typically overlooked, are responsible for fostering the following essential qualities:

Perspective	Essential qualities fostered
Spiritual	Meaning and Unity
Political	Power and Service
Cultural	Diversity and Creativity

In his foreword to Rosinski’s book, Sir John Whitmore, PhD, says: ‘Many coaches believe that coaches should always be on the coachee’s agenda and that they should not bring their knowledge or values into sessions. Philippe does not retreat into this belief. In fact, he does the opposite: he invites the reader to look, in some depth, at each of the main issues facing society – and indeed humanity – and take full account of them during the coaching process. This encourages further progress in the maturing of the coaching profession, which has already been underway during recent years. Philippe accompanies the reader on logical and helpful journey through the deeper meaning of coaching and its potential far-reaching impacts in our fast-changing, uncertain world.’

Apart from the key application of global coaching for coaches supporting the development of global leaders, Rosinski stresses that the approach is a valuable tool for all the professionals whose role (among others) lies in helping people achieve their full potential: ‘Global coaching should permeate society. Ideally it should be a lifelong developmental journey that starts with the education of children.’

The book has numerous examples of practical applications of global coaching in real life contexts and with issues that global leaders are likely to face in their daily work and life. A number of recommendations for organisational and team progress are made, with targets for sustainable development listed, which can be of a considerable support in designing a meaningful training curriculum both for individual and organisational clients. Very clear and comprehensive notes after each chapter make reading easier and provide additional sources for further research and inspiration.

Personally, I have found that using the global coaching approach has worked very well also in the process of tutoring my international students at a UK university. Similarly, in my current work as a life, business and intercultural coach, the awareness of multiple perspectives helps me draw my professional clients' attention towards looking for solutions in areas that they thought were not connected. Yet the connection is there and identifying it often offers an instant release of energy which can be used to tackle daily challenges with joy and a sense of fulfilment. To sum up, developing (or adopting) the 'I am OK, you are OK' attitude truly works across cultures and it certainly is one of the characteristics of people we would all like to have as our colleagues, team members, clients and CEOs, not to mention parents and teachers. Revisiting Transactional Analysis as part of the Psychological Perspective could not be more helpful in promoting the benefits of the global coaching approach.

I can wholeheartedly recommend this book if you are open to new challenges. It is likely to shake some of your personal or professional beliefs, but the underlying theme is that we no longer live in a single-faceted world. The sooner we realise it, the sooner we will be able to embrace the opportunities for expanding our knowledge, experience and understanding. We are free to tap into the power and wisdom of both science and spirituality accompanied by other fields that help us create better ourselves and a better reality around us.

---

Katarzyna Anna Weiss

MA, FHEA, PhD student at the University of Central Lancashire  
e-mail: kasiaweiss53@gmail.com