



# Cultural, Systemic and Contextual Awareness

Basir Negahdar



# EAMA GROUP

## ABOUT ME



# Hello!

**BASIR NEGAHDAR**

EAMA GROUP  
Board of Director

## CONTACT

Tel: +989122024952

basir.negahdar@gmail.com

## EDUCATIONS

Agricultural Eng

Business Administrative

## EXPERIENCES

2003  
EAMA

2004  
BOM

2005  
ELECTRONAVIR

2006  
DME - WORLD BANK / UNDP / JAICA

2007  
GOODYEAR

## BRANDS



PROLEADER

CMC CANDIDATE

PROLEADER - EXECUTIVE COACHING

ICF / FCA - PCC

IMI, PHIPRAN, INSEAD, ...

## SKILLS

Executive Coaching

Organizational Design

Team BUILDING

Diagnosis and Change

Business Analysis



## INTERESTS

MUSIC, FILM, BOOK

PEOPLE DYNAMICS

EXPLORE

TRAVEL, NATURE





# Cultural, Systemic and Contextual Awareness

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# CORE COMPETECIES



These include a paramount emphasis on ethical behavior and confidentiality, the importance of a coaching mindset and ongoing reflective practice, the critical distinctions between various levels of coaching agreements, the criticality of partnership between coach and client, and the **importance of cultural, systemic and contextual awareness.**



## Updated ICF Core Competencies Released October 2019

Following a rigorous, 24-month coaching practice analysis, the International Coach Federation is announcing an updated ICF Coaching Core Competency Model. This competency model is based on evidence collected from more than 1,300 coaches across the world, including both ICF Members and non-members and representing a diverse range of coaching disciplines, training backgrounds, coaching styles and experience levels. This large-scale research initiative validated that much of the existing ICF Core Competency Model, developed nearly 25 years ago, remains critically important to the practice of coaching today. Some new elements and themes that emerged from the data have also been integrated into the model. These include a paramount emphasis on ethical behavior and confidentiality, the importance of a coaching mindset and ongoing reflective practice, the critical distinctions between various levels of coaching agreements, the criticality of partnership between coach and client, and the importance of cultural, systemic and contextual awareness. These foundational components, combined with emerging themes, reflect the key elements of coaching practice today and will serve as stronger, more comprehensive coaching standards for the future. The ICF updated Core Competency model will go into effect in the second half of 2021.

MORE





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# AWARENESS



## AWARENESS VS COBCIUOSNESS

PHYSIOLOGICAL AND  
PSYCHOLOGICAL  
CONSCIOUSNESS

PHYSIOLOGICAL AND  
PSYCHOLOGICAL  
AWARENESS

BRAIN



AND  
AL

**BRAIN**

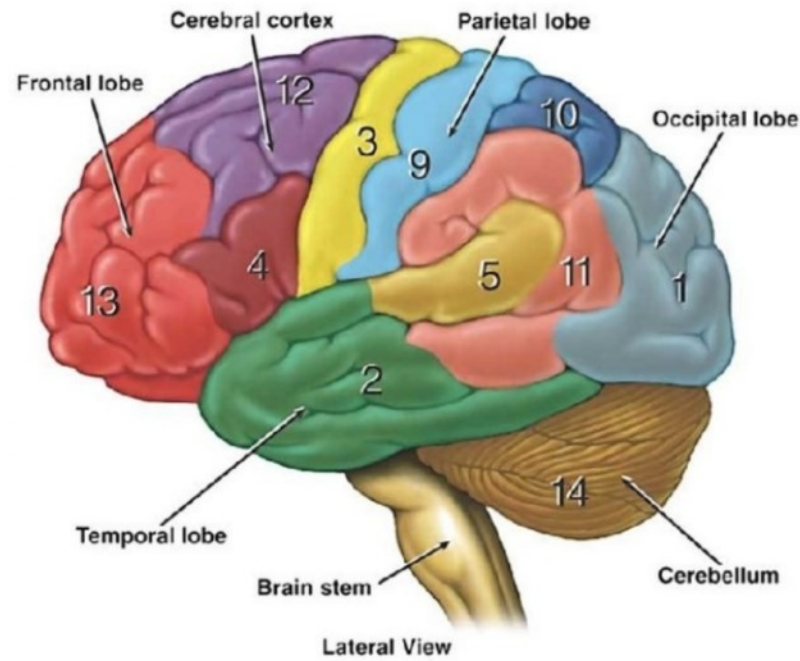


## Functional Areas of the Cerebral Cortex

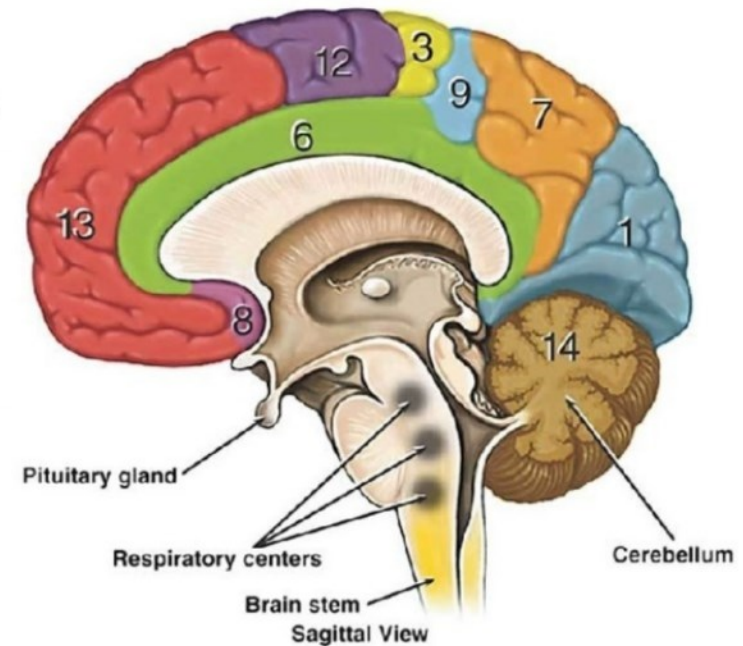
- 1 **Visual Area:**  
Sight  
Image recognition  
Image perception
- 2 **Association Area**  
Short-term memory  
Equilibrium  
Emotion
- 3 **Motor Function Area**  
Initiation of voluntary muscles
- 4 **Broca's Area**  
Muscles of speech
- 5 **Auditory Area**  
Hearing
- 6 **Emotional Area**  
Pain  
Hunger  
"Fight or flight" response
- 7 **Sensory Association Area**
- 8 **Olfactory Area**  
Smelling
- 9 **Sensory Area**  
Sensation from muscles and skin
- 10 **Somatosensory Association Area**  
Evaluation of weight, texture, temperature, etc. for object recognition
- 11 **Wernicke's Area**  
Written and spoken language comprehension
- 12 **Motor Function Area**  
Eye movement and orientation
- 13 **Higher Mental Functions**  
Concentration  
Planning  
Judgment  
Emotional expression  
Creativity  
Inhibition

## Functional Areas of the Cerebellum

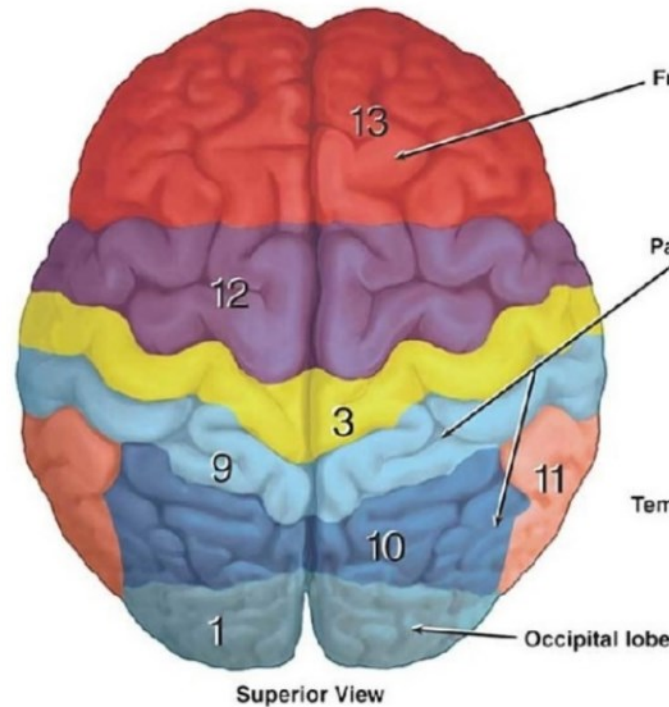
- 14 **Motor Functions**  
Coordination of movement  
Balance and equilibrium  
Posture



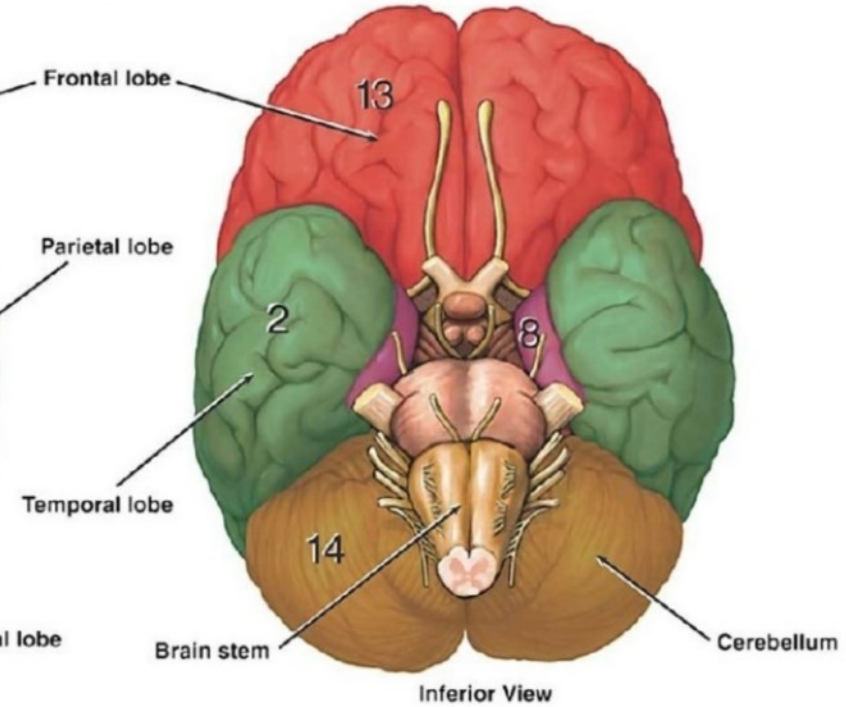
Lateral View



Sagittal View



Superior View



Inferior View

**AND  
AL  
SS**

**PHYSIOLOGICAL AND  
PSYCHOLOGICAL  
AWARENESS**



# CONSCIOUSNESS

PHYSIOLOGICAL CONSCIOUSNESS

PSYCHOLOGICAL CONSCIOUSNESS

# CORE COMPETECIES



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MORE





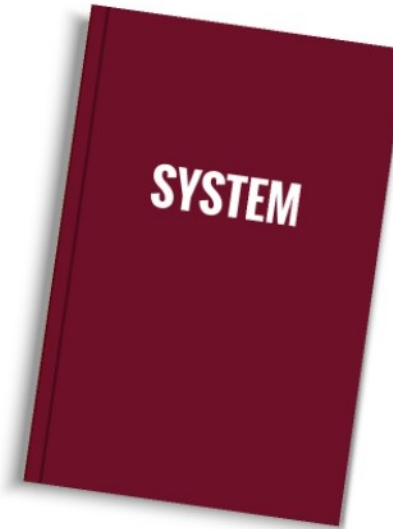
# Cultural, Systemic and Contextual Awareness

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# COACHING IN ORGANIZATIONS

LEADERSHIP & EXECUTIVE  
BUSINESS  
SKILLS





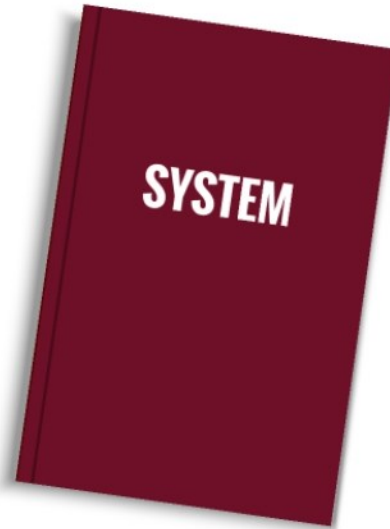
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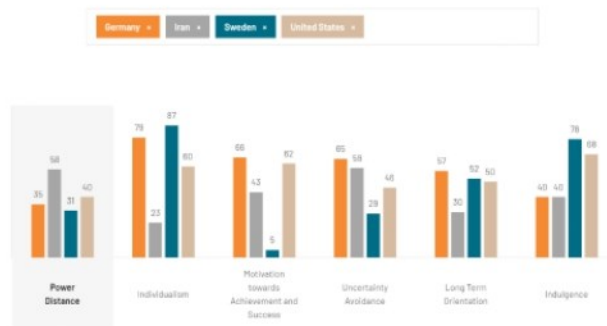
ITEM  
2

# Culture

Culture is at the heart of every organisation.

## HOFESTEDE

National Culture Dimensions  
6D Organizational Culture



## BERGQUIS

The Six Institutional Cultures

The Nature and Purpose of Organizational Culture: Meaning, Leadership and Expertise

Professional

Managerial

Alternative

Advocacy

Virtual

Tangible

## Culture and Leadership The Containment of Anxiety



1. Demonstration of wisdom and credibility on the part of the coach.
2. Coach can provide services for recommend services that yield measurable results the leader improves her performance in a specific way.
3. Client feels better, feels more aligned with some greater purpose or higher level of consciousness or feels that he has access to some higher spiritual source of energy or inspiration.
4. Leader feels "heard" and "appreciated" he believes he has been influential in the areas of greatest concern to him. Coach is likely to help her client identify specific ways in which land times and places where he can be more influential.
5. Coach is often in the business of challenging his client with new sources of expertise. Coach is also trying to be supportive of his client, providing her with some sense of coherence in a world that is filled with complexity, unpredictability and turbulence.
6. Leaders want to be able to meet with their coach face-to-face; they seek out a time and space that is safe. He mostly wants to find a place where he can "be himself". Talk to someone who holds no agenda other than being there for him, or simply be listened to by someone who cares about my personal welfare.



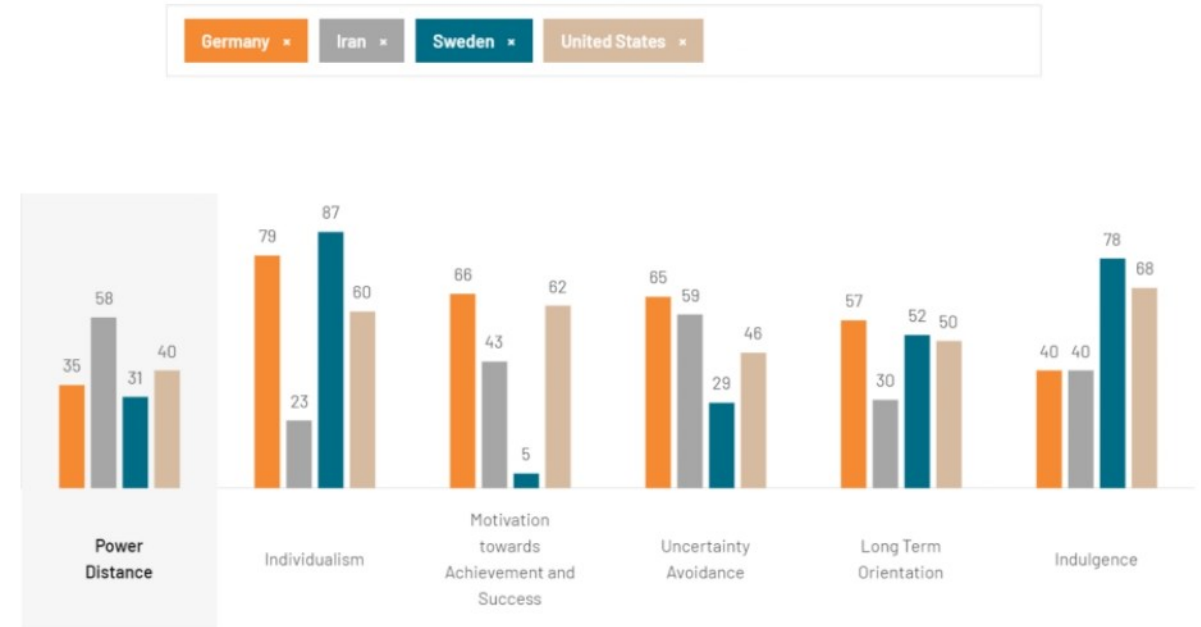


# ITEM 2

## Culture

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### HOFESTEDE National Culture Dimensions 6D Organizational Culture



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## **BERGQUIS**

### **The Six Institutional Cultures**

**The Nature and Purpose of Organizational Culture: Meaning, Leadership and Expertise**

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# Professional Culture

“Show me where you come from.”  
“Show me his badge!”

# MANAGERIAL CULTURE

“Show me what you’ve done.”

“If you can’t measure it, then how do I know that you are telling me the ‘truth’?”



# Alternative Culture

“Show me something that is new, that is challenging to the existing ‘gospel’, that shakes things up!”

Alternative paradigms often come from “out-of-the-way” places

## Advocacy Culture

“Who has been invited to the table?”

“Who invited you to be our expert?”

“Show me to invitation list.”

“How did you decide should be involved in this study?”

“Has this idea/recommendation been tested out in many different settings?”

# Virtual Culture

“What do you have to say that is new and interesting?”

“What have you done for me lately?”

“You must show me what you have right now and tell me in a few words why I should believe you and take action based on what you have just submitted to me.”



# Tangible Culture

“It is good to see you again.  
How are you and what do you  
have to tell me?”



## Culture and Leadership

### The Containment of Anxiety

1

Demonstration of wisdom and credibility on the part of the coach

2

Coach can provide services (or recommend services) that yield measurable results the leader improves her performance in a specific way

3

Client "feels better," feels more aligned with some greater purpose or higher level of consciousness or feels that he has access to some higher (spiritual) source of energy or inspiration

4

Leader feels "heard" and "appreciated," he believes he has been influential in the area(s) of greatest concern to him  
Coach is likely to help her client identify specific ways in which (and times and places when) he can be more influential.

5

Coach is often in the business of challenging his client with new sources of expertise  
Coach is also trying to be supportive of his client, providing her with some sense of coherence in a world that is filled with complexity, unpredictability and turbulence.

6

Leaders want to be able to meet with their coach face-to-face; they seek out a time and space that is safe  
He mostly wants to find a place where he can "be himself," "talk to someone who holds no agenda"

ITEM  
2

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6D Organizational Culture



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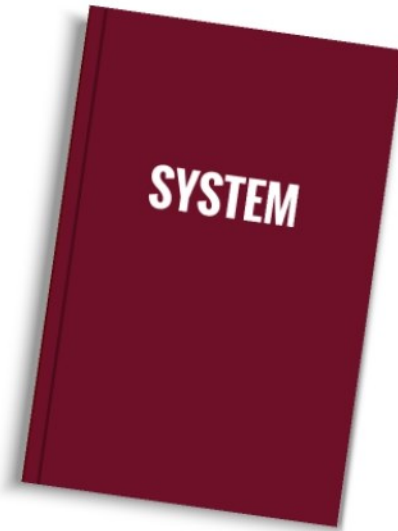
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LEADERSHIP & EXECUTIVE  
BUSINESS  
SKILLS

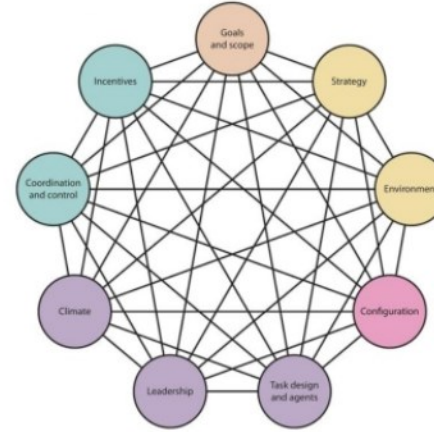


# SYSTEM

# DESIGN ARCHETYPE SYSTEM THINKING



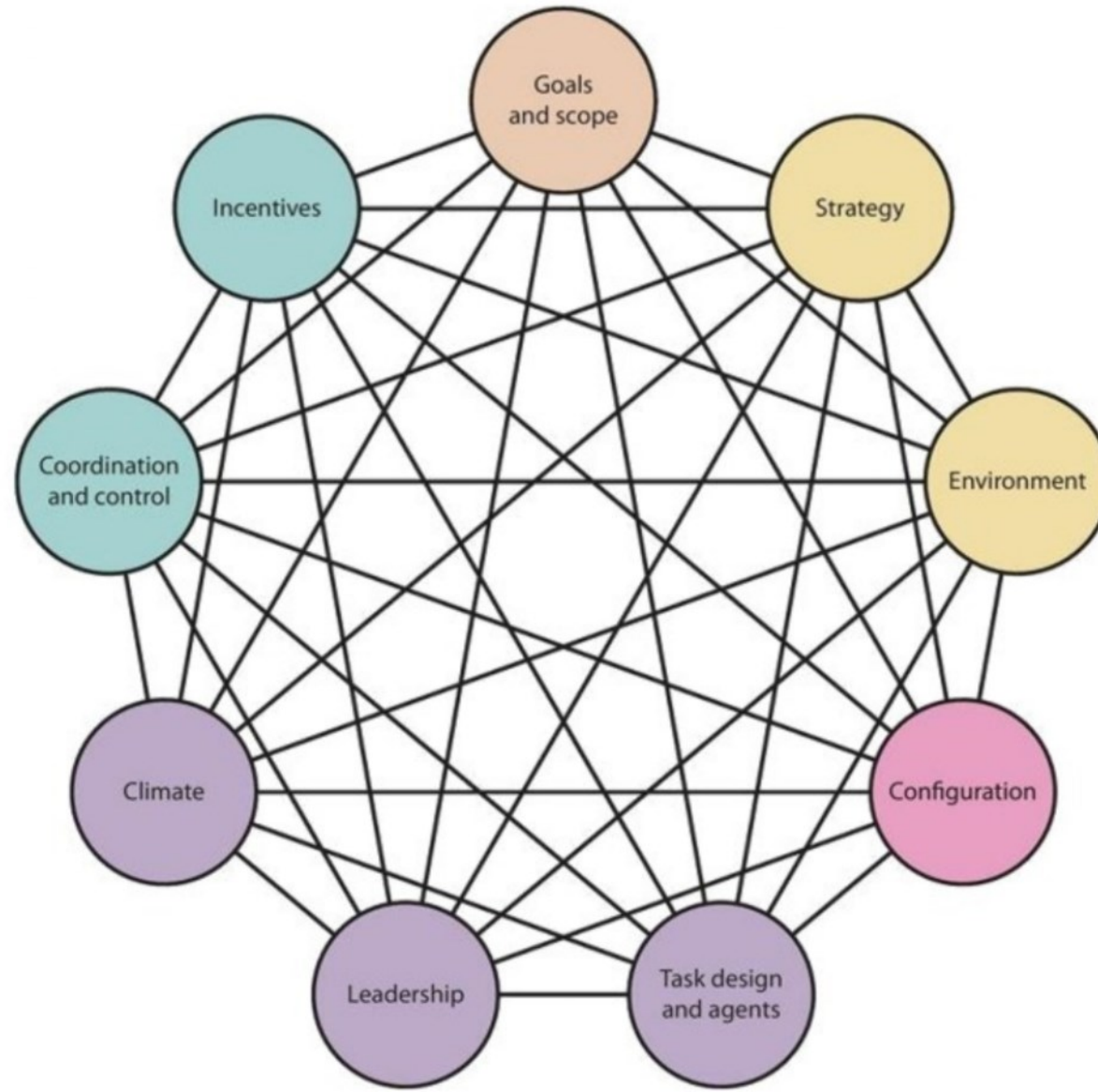
**It might change how  
you see what you see.**



## ARCHTYPES

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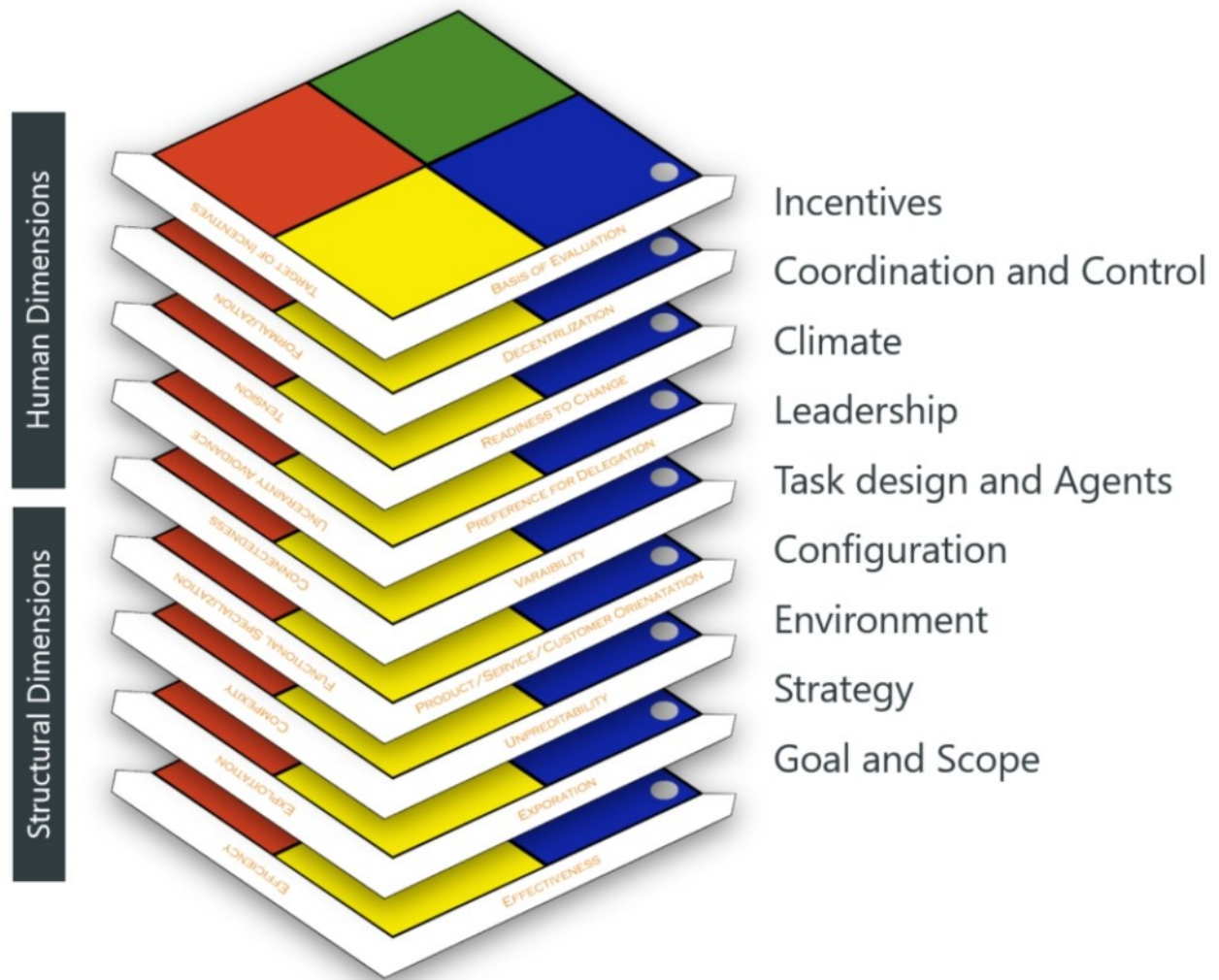
Human Dimensions

Structural Dimensions



Environment

Organization



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ITEM

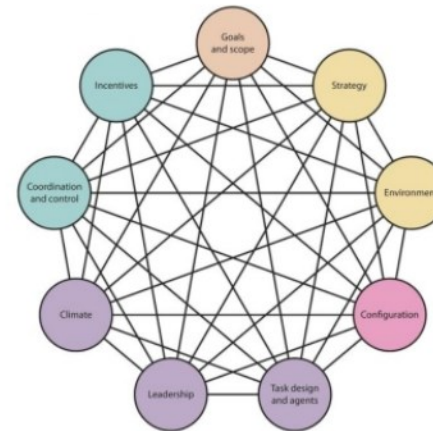
3

SYSTEM

DESIGN  
ARCHETYPE  
SYSTEM THINKING



It might change how  
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PR-LEADER



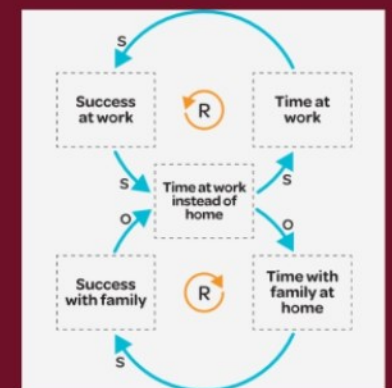
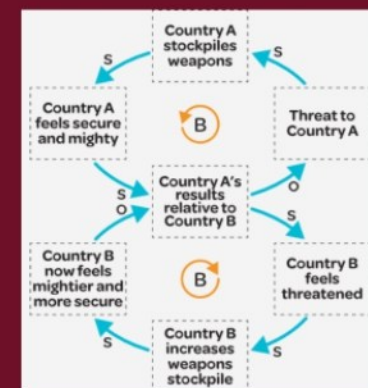
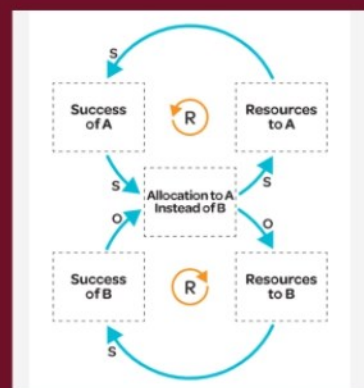
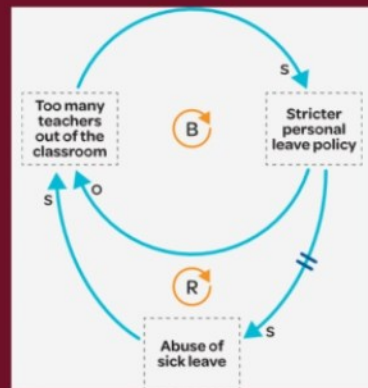
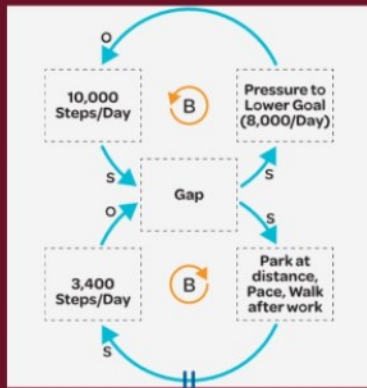
ARCHTYPES

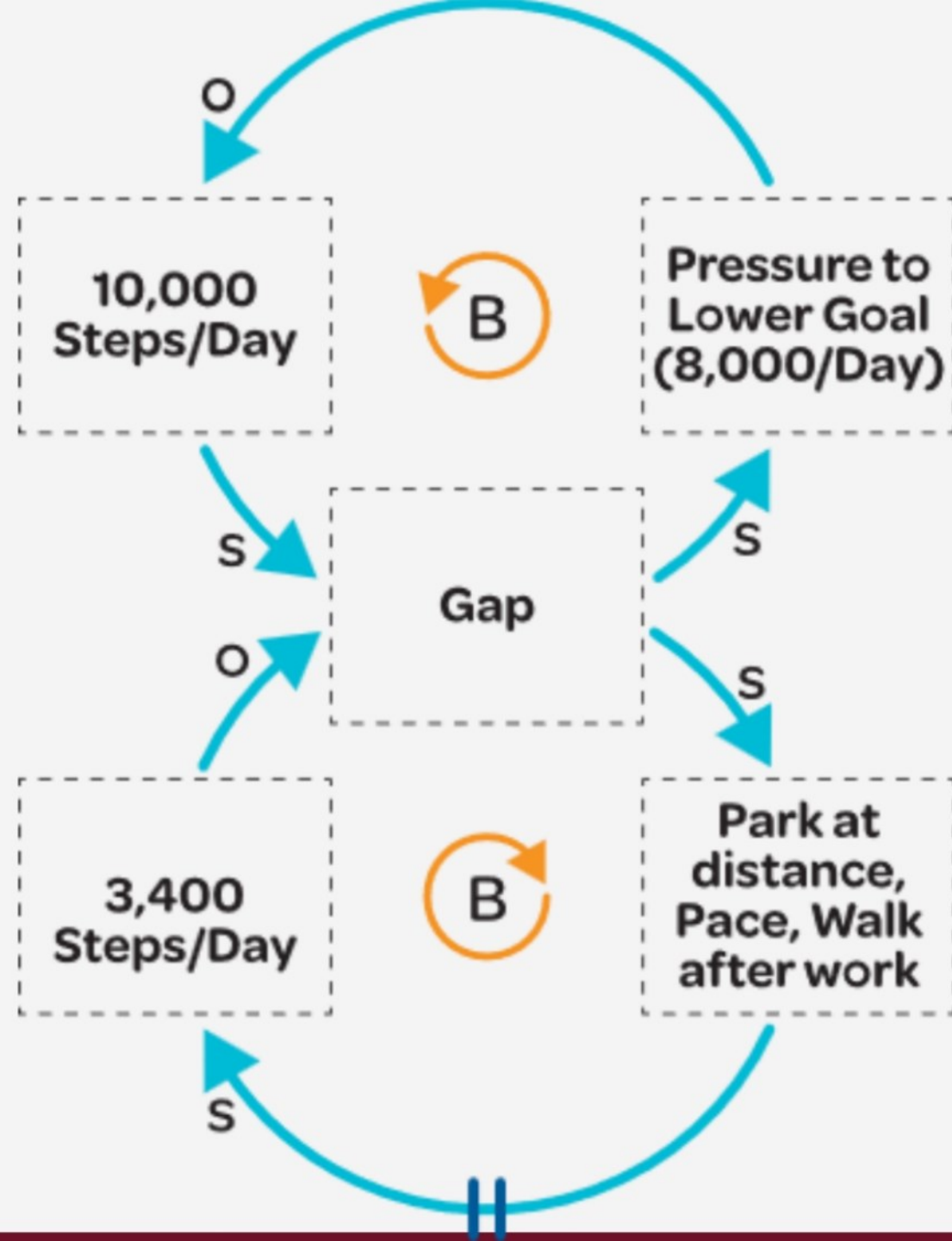
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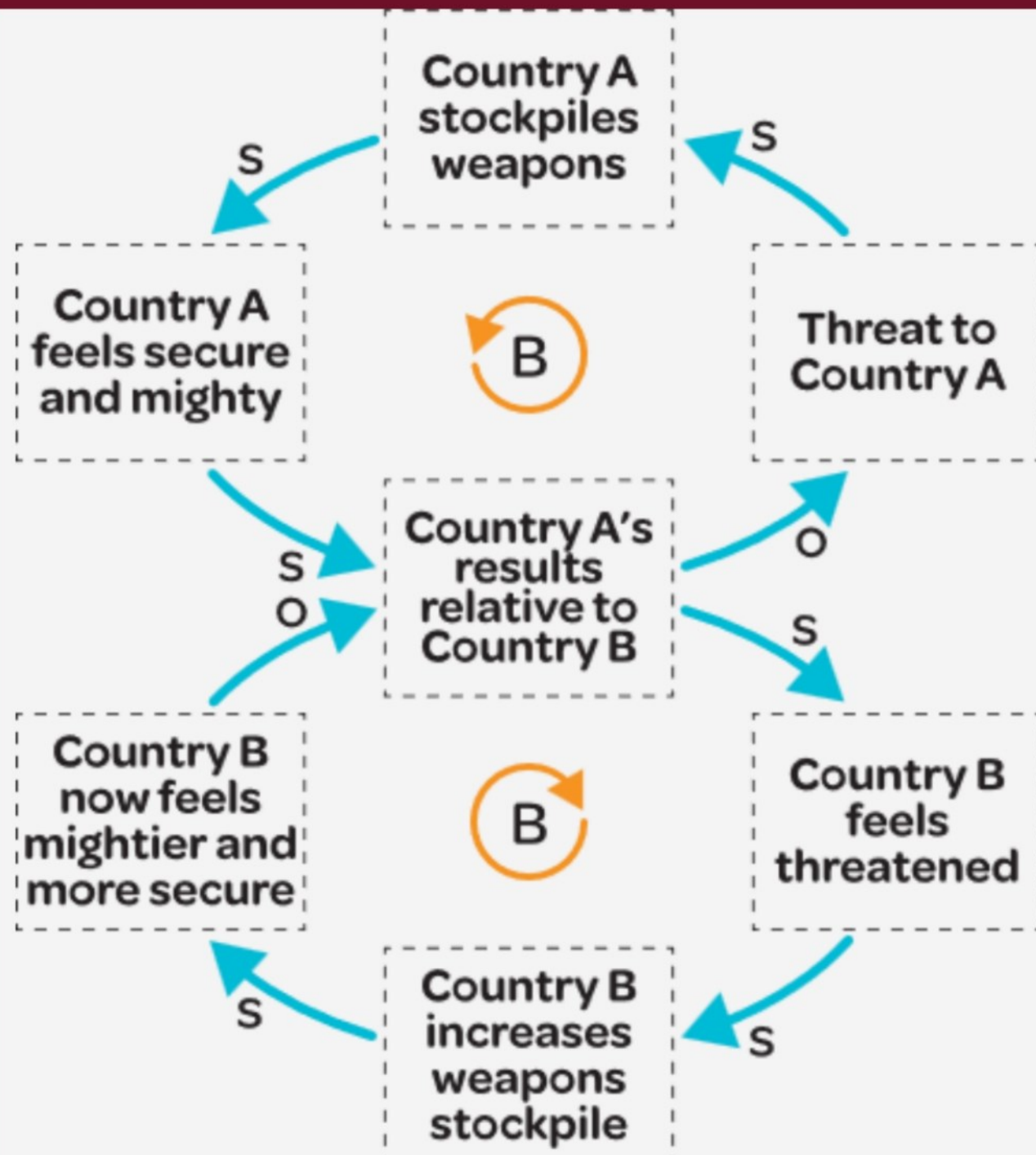
PR-LEADER	<ul style="list-style-type: none"> <li>1. Planning</li> <li>2. Strategy</li> <li>3. Incentives</li> <li>4. Coordination and Control</li> <li>5. Climate</li> <li>6. Leadership</li> <li>7. Task design and Agents</li> <li>8. Configuration</li> <li>9. Environment</li> <li>10. Strategy</li> <li>11. Goal and Scope</li> </ul>	<ul style="list-style-type: none"> <li>12. Incentives</li> <li>13. Coordination and Control</li> <li>14. Climate</li> <li>15. Leadership</li> <li>16. Task design and Agents</li> <li>17. Configuration</li> <li>18. Environment</li> <li>19. Strategy</li> <li>20. Goal and Scope</li> </ul>
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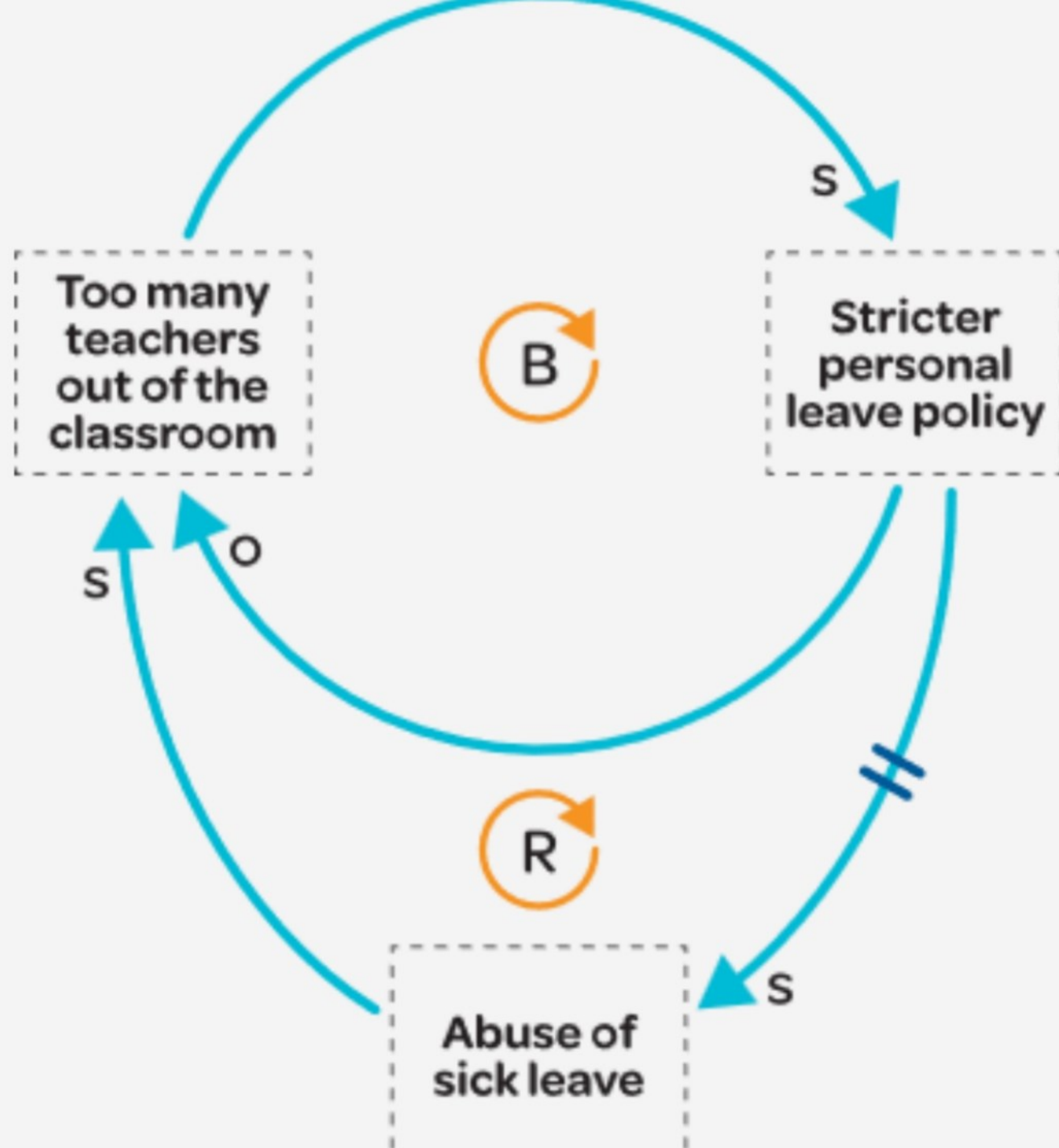


# SYSTEMIC ARCHTYPES

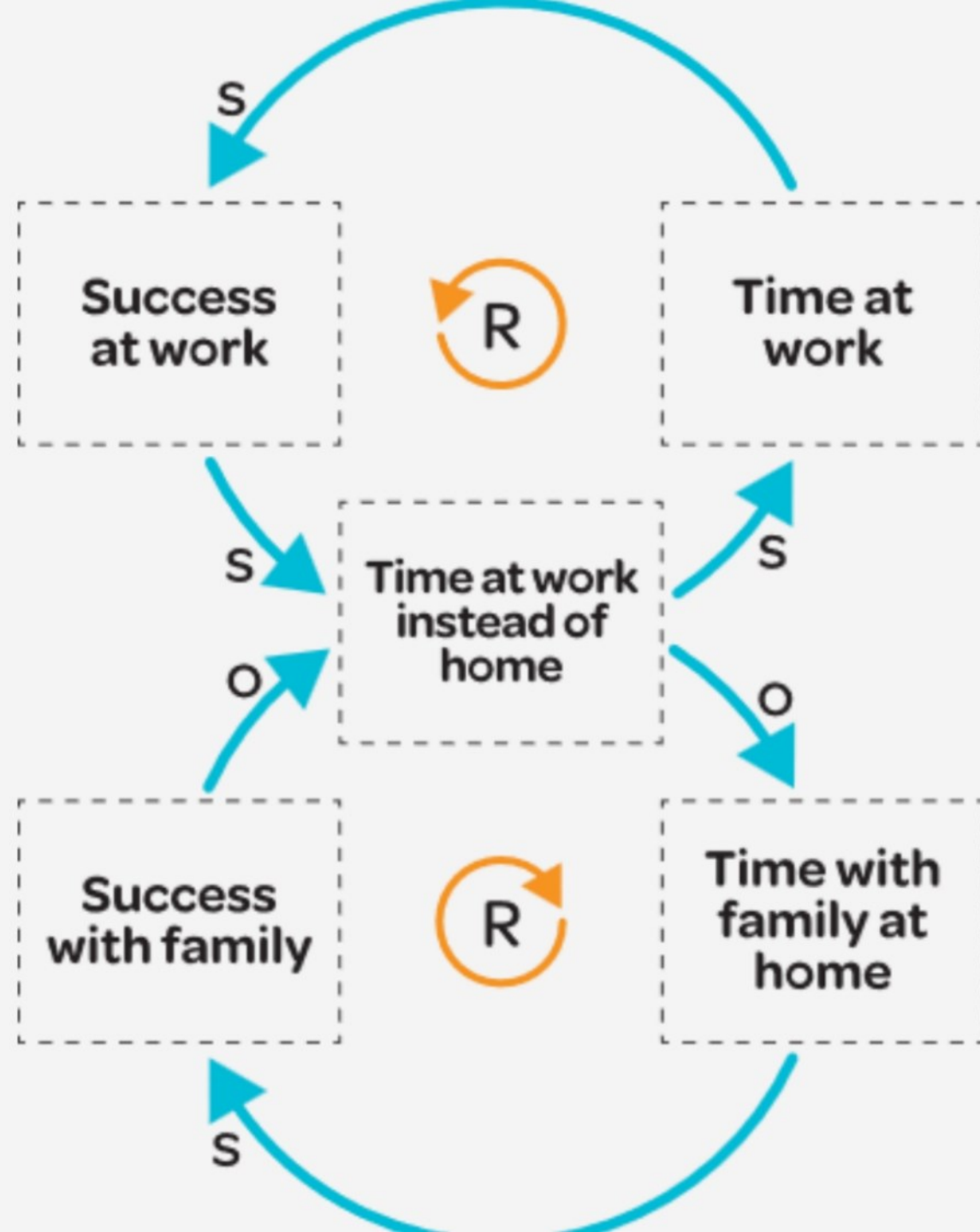




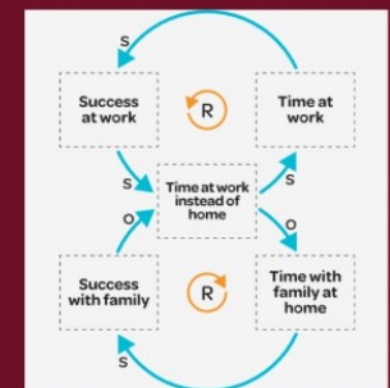
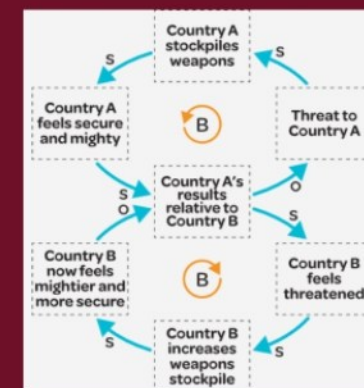
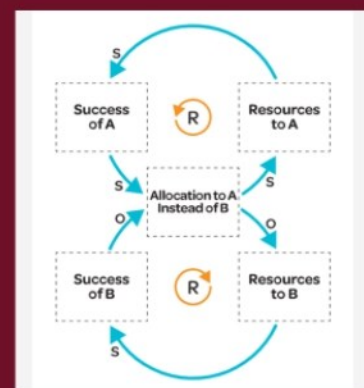
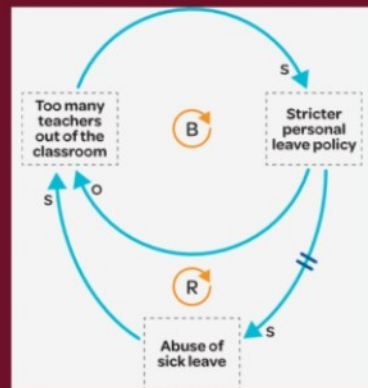
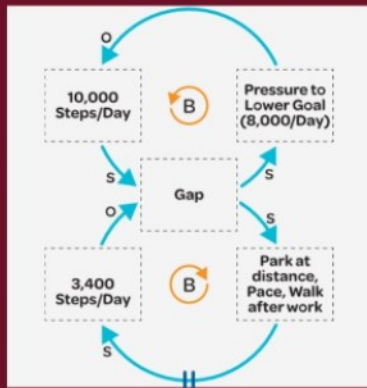








# SYSTEMIC ARCHTYPES



ITEM

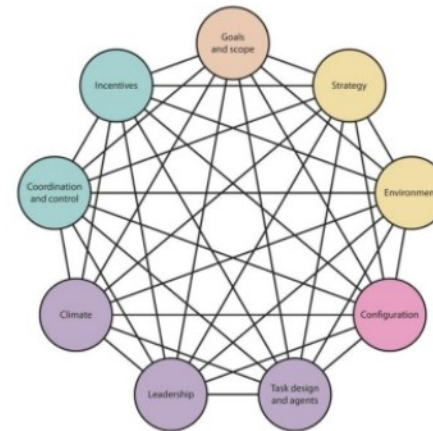
3

SYSTEM

DESIGN  
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It might change how  
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PR-LEADER

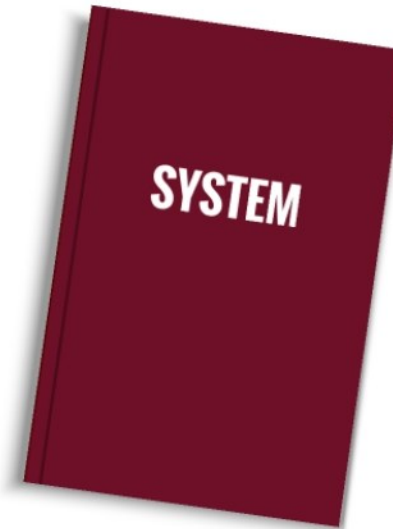


ARCHTYPES

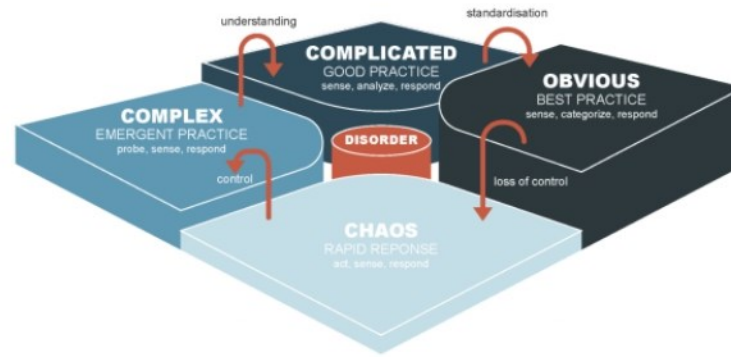
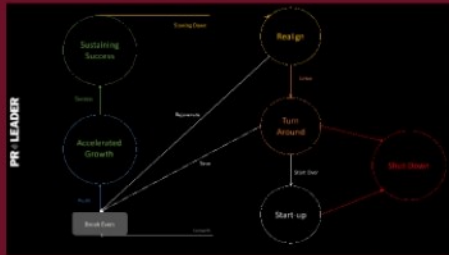
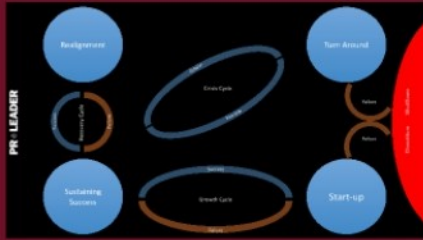
262,144		
PR-LEADER	1. Planning	11. Information Management
	2. Strategy	12. Innovation
	3. Structure	13. Leadership
	4. Culture	14. Task design and Agents
	5. Configuration	15. Environment
	6. Incentives	16. Strategy
	7. Coordination and Control	17. Goal and Scope
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5. Configuration	15. Incentives	25. Coordination and Control
6. Incentives	16. Climate	26. Leadership
7. Coordination and Control	17. Task design and Agents	27. Environment
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9. Leadership	19. Goal and Scope	29. Innovation
10. Task design and Agents	20. Incentives	30. Coordination and Control

# COACHING IN ORGANIZATIONS

LEADERSHIP & EXECUTIVE  
BUSINESS  
SKILLS





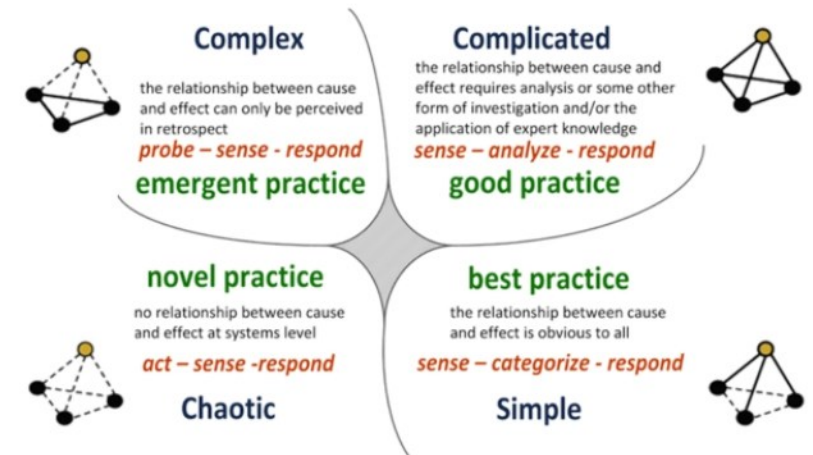


## CONTEXT IN CLIENT SYSTEMS


ITEM  
4

# Puzzles, Problems and Mysteries

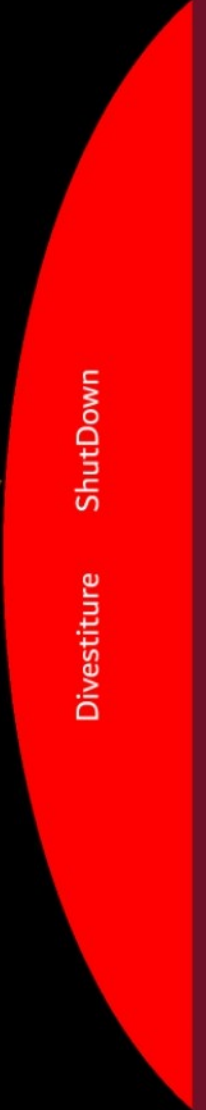
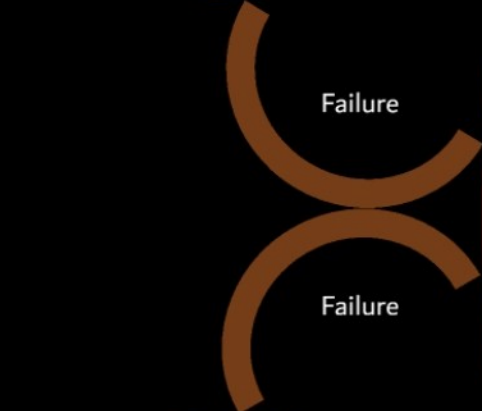
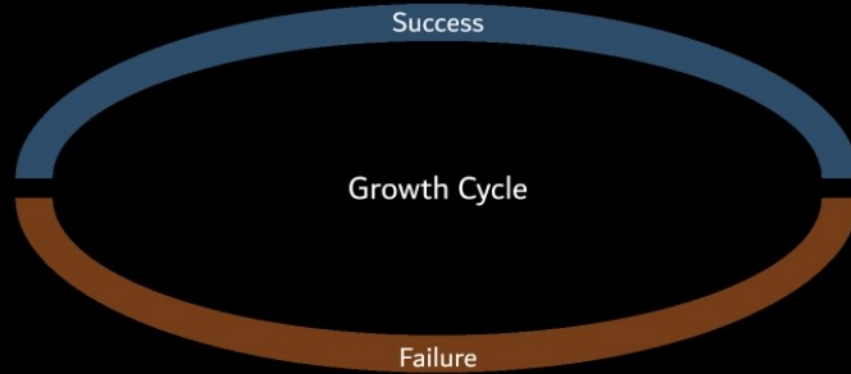
The Hidden Language Behind What We Say and How We Say It  
Coaching is All About Context  
Context is Crucial For Problem Solving



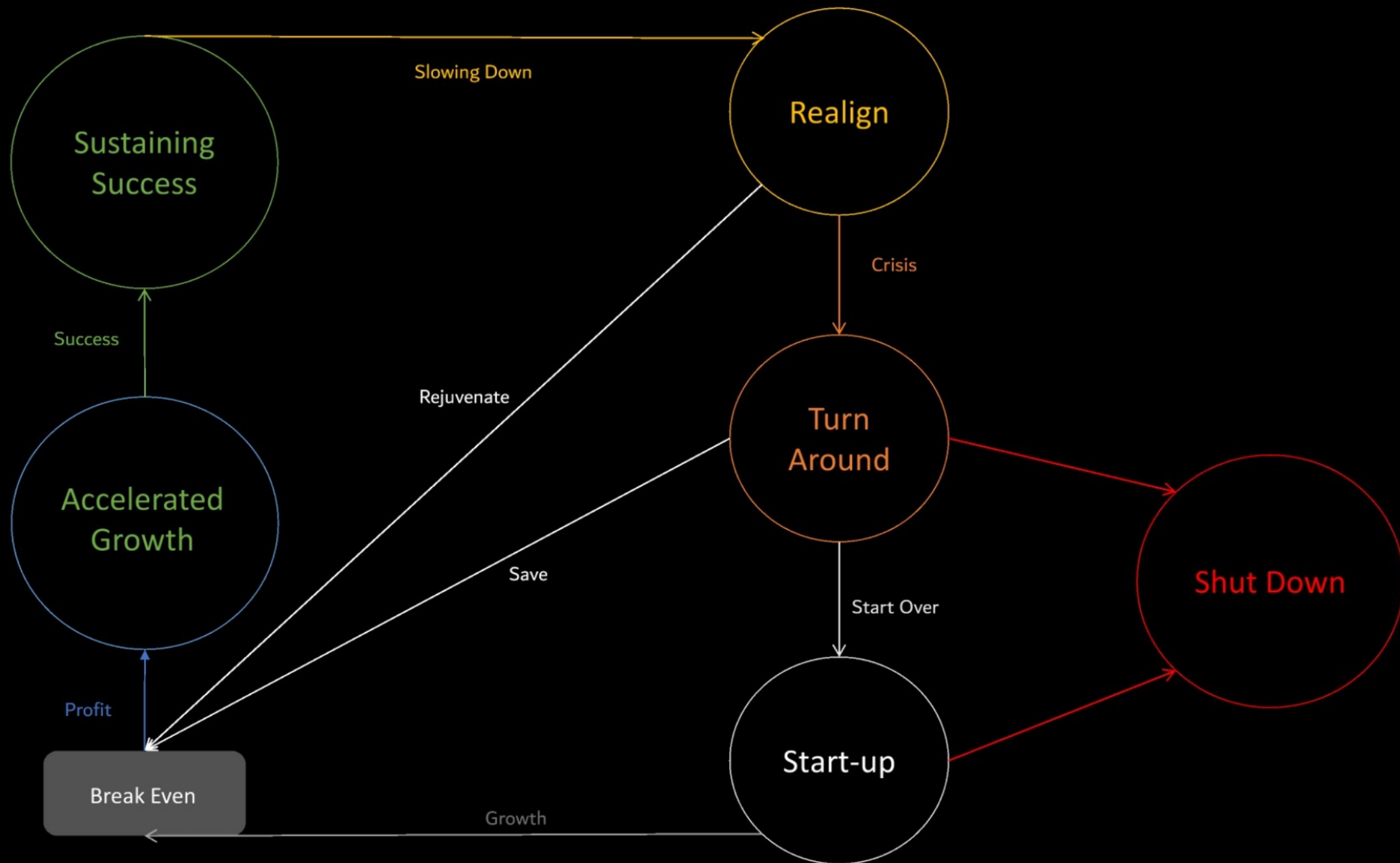
The Cynefin Framework. Snowden, D.J. Boone, M. 2007. "A Leader's Framework for Decision Making". Harvard Business Review, November 2007, pp. 69–76.

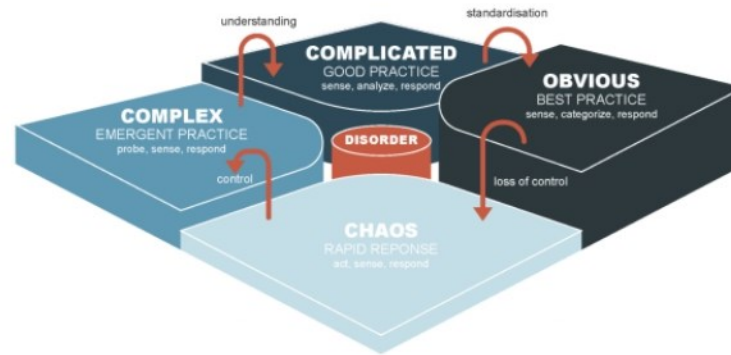
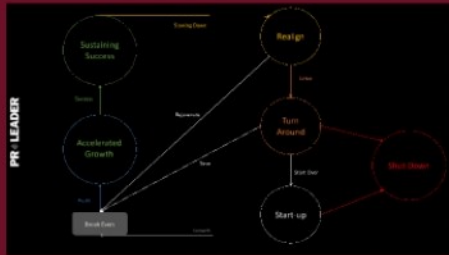
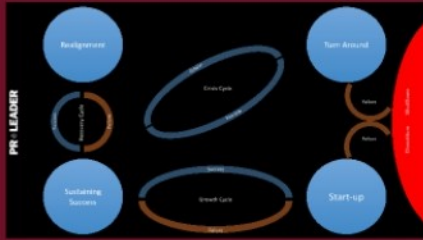
A maroon geometric shape, resembling a parallelogram or a trapezoid, is positioned in the top-left corner of the slide.

The Hidden Language Behind What We Say and How We Say It  
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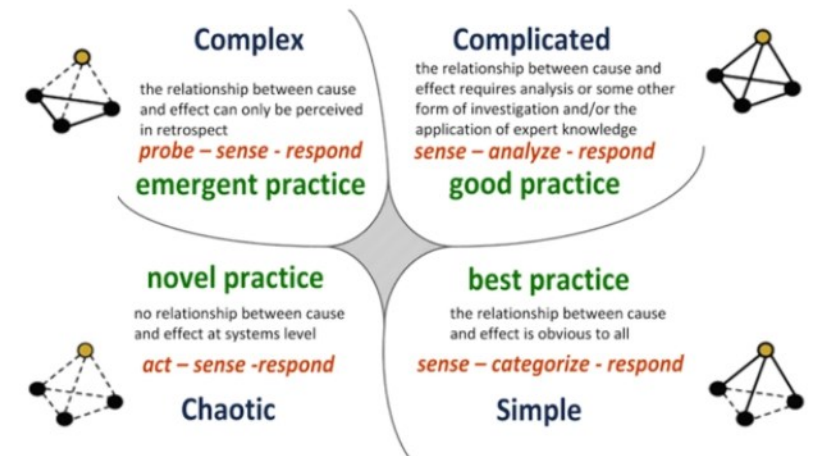


## CONTEXT IN CLIENT SYSTEMS

ITEM  
4

# Puzzles, Problems and Mysteries

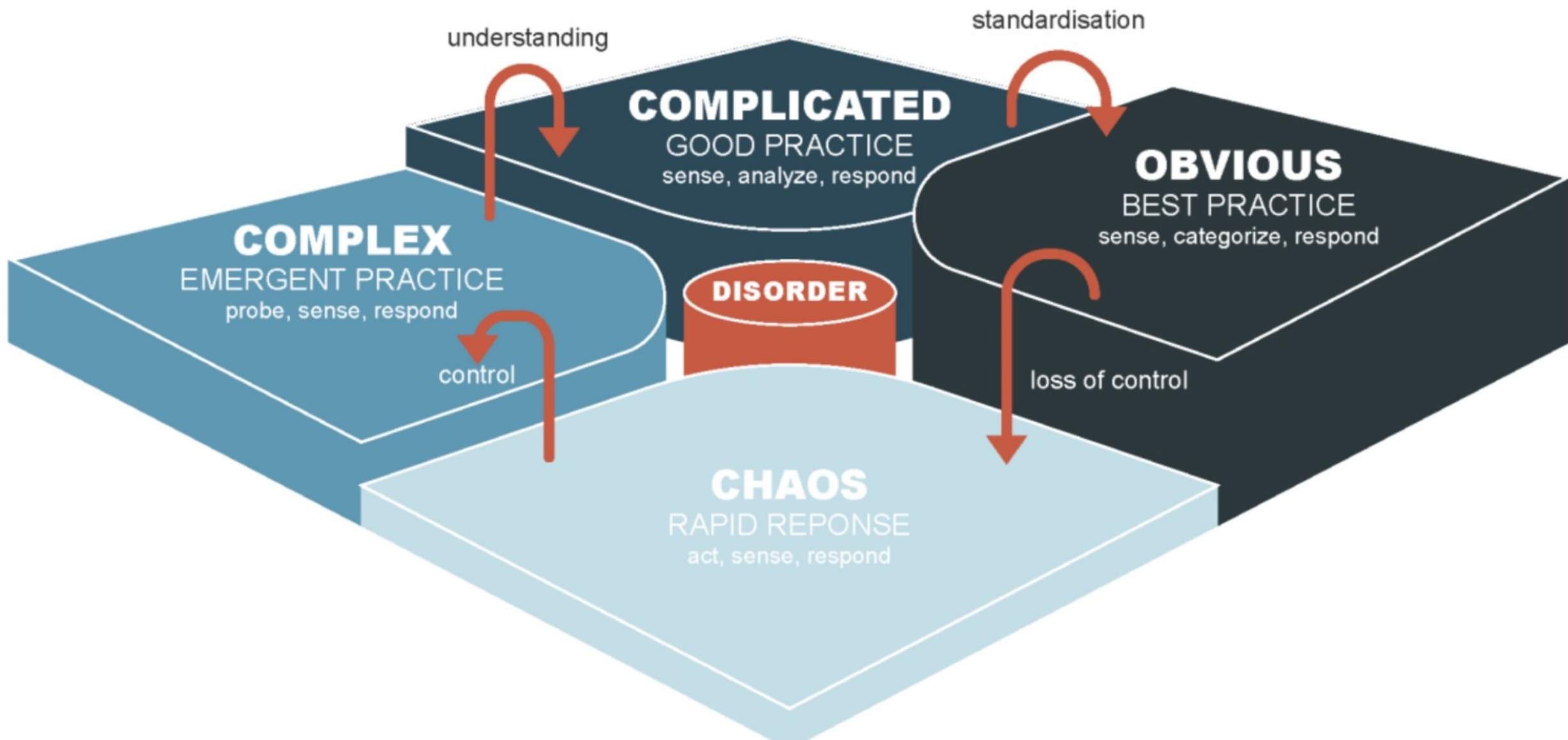
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Context is Crucial For Problem Solving



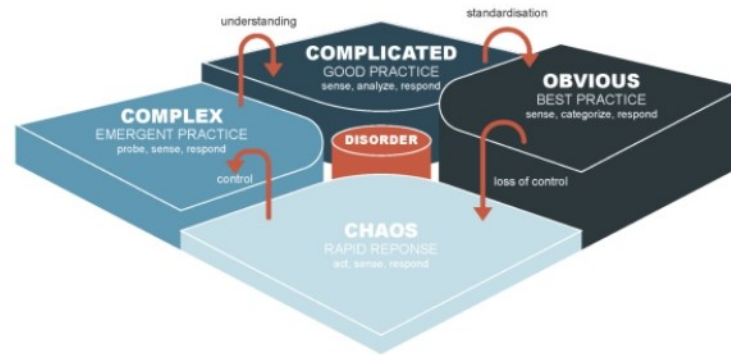
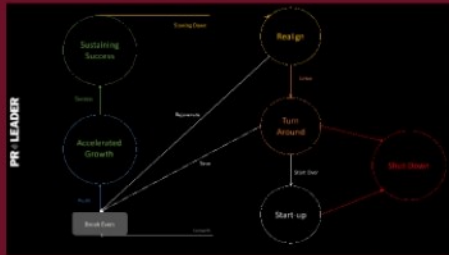
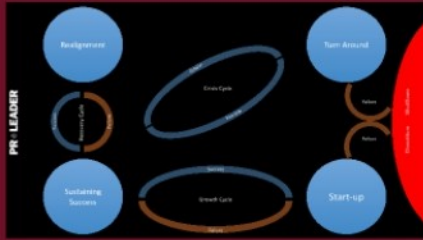
The Cynefin Framework. Snowden, D.J. Boone, M. 2007. "A Leader's Framework for Decision Making". Harvard Business Review, November 2007, pp. 69–76.

# Puzzles, Problems and Mysteries







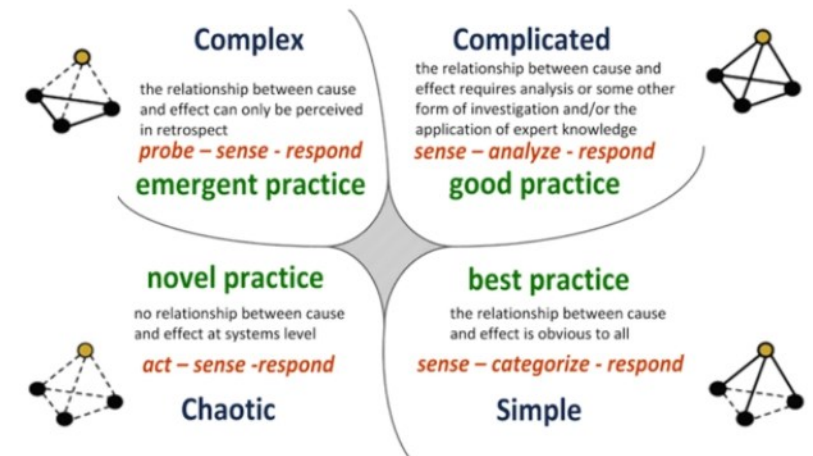


## CONTEXT IN CLIENT SYSTEMS

ITEM  
4

# Puzzles, Problems and Mysteries

The Hidden Language Behind What We Say and How We Say It  
Coaching is All About Context  
Context is Crucial For Problem Solving



The Cynefin Framework. Snowden, D.J. Boone, M. 2007. "A Leader's Framework for Decision Making". Harvard Business Review, November 2007, pp. 69–76.

# COACHING IN ORGANIZATIONS

LEADERSHIP & EXECUTIVE  
BUSINESS  
SKILLS

