

Therapeutic Coaching Case study – Andreas Perez



Andreas is a mid-level manager at a tech company. He feels stuck in his career, lacks confidence in his leadership abilities and struggles with anxiety about making decisions. He wants to move up to an executive role but feels paralysed by fear of failure and self-doubt. Additionally, Andreas often avoids taking risks or putting himself forward for promotions because he's afraid of rejection. This is affecting both his career and personal well-being.

Therapeutic Coaching Approach: A therapeutic coach combines practical coaching strategies with deeper emotional work. Here's how it works:

Addressing Emotional Barriers: The therapeutic coach helps Andreas explore the underlying reasons for his self-doubt and fear of failure. This could involve addressing past experiences of rejection or internal beliefs that he's not "good enough." Using techniques from therapy, such as cognitive-behavioural therapy (CBT) or mindfulness, the coach might guide Andreas to challenge his negative self-talk, work on stress management, and develop healthier coping mechanisms for anxiety.

Building Confidence and Emotional Resilience: Once Andreas begins to process these emotional issues, the coach works on boosting his self-esteem and resilience. This might involve visualisation exercises, where Andreas imagines himself in successful leadership roles, or positive affirmations that reinforce his strengths. The therapeutic coach helps Andreas recognise his existing skills and talents, reinforcing a positive identity as a capable leader.

Developing Practical Strategies for Career Growth: With emotional blocks being addressed, the coach now shifts to practical coaching techniques. They help Andreas identify concrete steps toward his promotion goals—such as taking on more visible projects, asking for feedback from senior leaders and positioning himself for new opportunities. The coach holds Andreas accountable for these steps while ensuring he has tools to manage his anxiety and maintain his confidence through the process.

The Outcome: After several months of therapeutic coaching, Andreas not only feels more confident in his leadership abilities but also less anxious about taking risks. He starts applying for leadership roles, speaks up more in meetings and takes on more responsibilities in his current role. As his emotional barriers dissolve, he gains the courage to pursue his career goals with clarity and purpose.

Difference Made by Therapeutic Coaching:

Andreas not only improves his career prospects but also experiences personal healing. Traditional coaching might have pushed him toward career success, but therapeutic coaching helps him grow emotionally, creating lasting change both in his professional and personal life. This dual focus helps him break free from long-standing fears and self-imposed limitations, leading to deeper fulfilment.