

# What is Team Coaching....?



If you're someone who has experienced team coaching in the past, or is considering hiring a team coach at some point in the the future, we would be really interested in hearing your thoughts about what team coaching is and what's it for

We're currently embarking on a formal research journey that will attempt to understand the perspectives of people who might use team coaching and team coaches to answer the question 'What is Team Coaching?'

If you would be prepared to be part of our research project and participate in a 1:1 interview, we'd love to hear from you.

Full details are included in the attached document.

## **Invitation**

You are invited to take part in a research study. Before you decide whether or not to take part, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully.

### **What is the purpose of the study?**

Although team coaching is increasing in popularity, much confusion remains over what it is, what it is for and how it helps teams and organisations. Many definitions exist, each with a different perspective. The purpose of this research is to add a fresh perspective in defining and understanding team coaching, with the aim of providing buyers and team coaching practitioners with a common understanding of

what it is, what it is for and how it can help teams.

Initial interviews will be conducted from January to April 2026, with further interviews taking place as necessary up to the end of June 2026.

### **Why have I been invited to participate?**

We are seeking to carry out interviews initially with 12 team coaching buyers and 12 team coaches. You have been invited to participate in this study because you are someone who has purchased, been involved in the commissioning of, or are interested in commissioning some team coaching

## **Do I have to take part?**

It is entirely up to you to decide whether or not to take part in this research study. If you do decide to participate, you will be given a privacy notice that will explain how your data will be collected and used, and be asked to give your consent. Should you decide to take part, you are still free to withdraw at any time and without giving a reason. Any data collected from you can be withdrawn up to the point of analysis, which will occur within 4 weeks of the interview date.

## **What will happen to me if I take part?**

You will participate in an in-depth interview, scheduled for approximately 60 minutes, over Zoom. If you are being interviewed at home, please ensure a Zoom virtual background is used to ensure privacy, or if it takes place in your office, please ensure you are in a private area. The interview will be recorded with your permission and a transcript generated automatically. Whilst the audio recording will be shared with Turboscribe and used for data analysis, the data will be deleted from their servers once data analysis is complete. I may ask about the general topic around which the coaching was based, the questions will not ask you to discuss sensitive or personal details.

## **What are the possible disadvantages and risks of taking part?**

It is not anticipated that there would be any disadvantages to you from taking part, as this study will not involve discussion of personal details and the only 'cost' will be your time taking part in the interview.

## **What are the possible benefits of taking part?**

All participants will receive a copy of the research report. The main benefit for you will be to help you gain further clarity on what team coaching is, so making it easier for you to understand whether and when it is the most appropriate intervention for a team at a particular time.

## **Will what I say in this study be kept confidential?**

Any contribution you make will be anonymised and confidential so no participant, team or organisation will be identified. All information collected about you or organisation will be kept strictly confidential (subject to legal limitations). I will not ask you to disclose the names of individuals or third parties and, should any names be mentioned, they will be anonymised in the transcript. Data generated by this study will be securely stored in devices and locations that are encrypted and password protected. The data generated in the course of the research will be kept securely for a period of three years after the completion.

## **What should I do if I want to take part?**

If you wish to take part in this study, please confirm by email. If you decide to participate in the interviews, you will receive a separate consent form for you to sign.

## **What will happen to the results of the research study?**

The results from this research will be published as part of a white paper and, possibly, a journal article. All participants will receive a summary report together with a copy of any subsequently published article. Please note that all participants will be anonymised in any of the study outputs.

## **Who is organising and funding the research?**

This research is being conducted by the Team Coaching Studio Research Group in conjunction with the Team Coaching Circle, and is entirely self-funded.

### **Contact:**

For further information, contact me: Sebastian Fox at [sebastian@teamcoachingstudio.com](mailto:sebastian@teamcoachingstudio.com) or on +44 7930 98 66 77. If you have any concerns about the way in which the study has been conducted, you should contact Sebastian Fox on the email above.

### **Thank you**

Thank you very much for taking the time to review this information sheet, and for your help in this project.