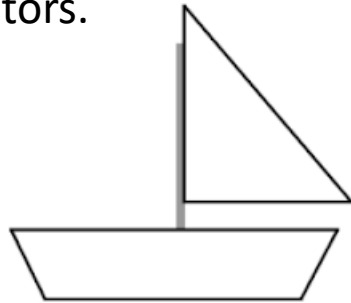


Sailing Ship



The 'Sailing Ship' is a visual tool, but the coachee does not need any exceptional graphical talent for it to be used. Clients will often leave out important factors when reviewing issues to help them make a decision or when preparing themselves mentally for what is needed to carry these out. Soliciting support to tap into additional motivation when stuck can help considerably. This 'Sailing Ship' helps coachees to assemble and arrange the motivators.



Ask the client to draw a ship. (Does she draw a sail on it? Does he realize that a sail is needed?) While brainstorming, the client should organize the ideas into two groups, with tangible advantages at the bottom and intangible motivators at the top. The coach should make the client conscious that the ship also needs a sail, and that the body of the ship will not be enough, i.e. she should add further elements to the ship.

Most clients who create this drawing tend to fold the sheet, keep it nearby, place it in their drawer or purse. When they feel like changing course, they will take it out and remind themselves why they had to step out of their comfort zone by reviewing their list of benefits and motivators.

Case Study (Excerpt)



The Coachee, a project manager at a marketing agency, had been contemplating a career change but felt overwhelmed by uncertainty and self-doubt. Despite her desire to pursue a more meaningful path, she struggled to identify actionable steps that aligned with her goals. To help her clarify her route and assemble the motivation needed to move forward, the coach introduced the Sailing Ship Metaphor.

The metaphor framed the Coachee's career transition as a ship's journey toward a destination. The coach explained that for the ship to sail effectively, it needed both a solid hull (tangible motivators) to provide stability and a strong sail (intangible motivators) to capture the energy to propel it forward.

Drawing the Ship

To make the exercise engaging and reflective, the coach invited Coachee to draw her own ship, encouraging her to creatively consider what the ship needed for the journey. With the coach's guidance, Coachee organized her motivators into two categories:

Tangible Motivators (Hull) - Coachee identified practical resources and advantages that would serve as the foundation of her journey:

- A financial safety net she had built through careful savings, providing stability during the transition.
- Transferable skills from her project management role, such as organization, problem-solving, and communication, which could support her entry into a new field.
- A professional network that included colleagues and mentors who had experience in career transitions and could offer advice or referrals.



Case Study (Excerpt)



Intangible Motivators (Sail) - Next, the coach encouraged the Coachee to reflect on the emotional and psychological motivators that would energize her journey:

- Her passion for creative writing, which had been a long-held dream she was excited to pursue.
- A desire for personal growth, embracing challenges and stepping out of her comfort zone.
- The sense of fulfillment she would gain by being a role model for her children, demonstrating the value of following one's dreams and persevering through uncertainty.

Once the Coachee had visualized her ship and listed her motivators, the coach guided her in identifying specific steps to strengthen both the hull and sail to ensure a successful journey:

Strengthening the Hull (Tangible Actions):

- Develop a financial plan to determine how her savings could support her during the transition.
- Update her résumé and LinkedIn profile, focusing on showcasing transferable skills relevant to creative roles.
- Schedule meetings with key contacts in her professional network to explore potential opportunities and gather insights.

Enhancing the Sail (Intangible Actions):

- Visualize her ideal career regularly, creating a vivid image of her success to maintain motivation.
- Schedule weekly conversations with her mentor, drawing inspiration and guidance from their experience.
- Begin a gratitude and growth journal to document personal achievements, helping her stay focused on her progress and purpose.



Case Study (Excerpt)



Outcome of the Session

By applying the Sailing Ship Metaphor in the Route Stage, the Coachee gained clarity on the steps needed to move toward her career goals. The exercise helped her recognize the importance of balancing practical resources and emotional drivers, allowing her to map a realistic and empowering route forward.

The Coachee left the session with actionable strategies to strengthen both the hull and sail of her ship. She expressed renewed confidence and motivation, feeling ready to navigate her journey with the right combination of stability and energy. With this plan, Coachee felt empowered to pursue a more fulfilling career aligned with her passion and values.