



CHARACTERISTICS OF PSYCHOLOGICAL CONSULTATION AND COACHING TECHNOLOGY

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ABSTRACT: - The article describes the technology of psychological consultation and coaching as a new paradigm and modern technology of a person's professional activity. The position of application of coaching based on psychological approaches to organization is defined.

KEYWORDS: Consultant, coach, professional training, coaching, consulting, social work, program.

INTRODUCTION

Psychological counseling and coaching are modern types of consulting services. Let's find out the specific features of psychological counseling, how this type of psychological help and support differs from psychotherapy, coaching. Thus, psychotherapy is the help of a specialist in solving many life problems faced by any person. As a rule, this is a long process aimed at ensuring that the client understands and resolves his internal conflicts, and understands the cause of the difficulties he often faces. Psychotherapy is also described as a method of treatment with psychological means, that is, without drugs. In general, psychotherapy is a long process, during which

not only the problems that bother us are solved, but also deeper topics related to the past are considered.

Conducting individual and group interviews with different strata of the population, conducting targeted psycho-training based on the results of these interviews, creating and distributing scientific popular literature, systematically conducting psycho-consultative, psycho-diagnostic, psycho-prophylactic and psycho-corrective work in the studied objects, organized and non-organized youth in the group, it is important to analyze the unique characteristics of each person and psychological conditions related to interpersonal relations.

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LITERATURE ANALYSIS AND METHODOLOGY

Coaching is a modern format of successful consulting, and it is a way to achieve our goals in an optimal way. The concept of "coaching" is a doctrine that emerged at the intersection of psychology, management, philosophy, logic and life experience.

Coaching is a relatively new phenomenon in the field of consulting services. The term "coaching" was introduced to business management in the early 1990s by British businessman and consultant Sir John Whitmore[1].

Unlike psychological counseling, coaching focuses on the independent position of the client.

"Coaching" is a transliteration of the English word "coaching", which means coaching, training, training[2]. According to a number of authors, it most clearly reflects the understanding of the coaching process as a joint achievement. In a broad sense, coaching is a system of principles and techniques that contribute to the development of people to increase their performance, reveal their potential and effectively implement it.

Unfortunately, so far in our country, there have been very few scientific studies on the empirical study and analysis of the similarities and differences between coaching and other types of practical psychological support practices.

DISCUSSION AND RESULTS

Today, providing high-quality psychological services to the population, especially young people, coordinating the management of psychological services, raising the quality of cooperation between educational institutions and prevention inspectors and public representatives to a new level, developing a school of psychology and introducing a system

of personnel training in higher education in narrow specialties, psychological centers in order to establish the organization of the Cabinet of Ministers of the Republic of Uzbekistan dated June 7, 2019 No. 472 "On further improvement of the personnel training system in the field of psychology and measures to prevent crimes in society" the task of including bachelor's degrees and master's specialties such as social psychology, youth psychology, management of psychological services, family counseling and coaching in the classification" [3].

Coaching is attended by people who do not want to stop, who are moving forward and striving for new goals, who are ready to do whatever it takes to achieve success. Success coaching gives those who are ready for it an opportunity to re-assure themselves. The purpose of coaching is to open up the client's potential, show him new horizons in personal development, and strengthen confidence.

In modern psychology, there are various types of counseling (gestalt, neurolinguistic programming, traditional psychotherapy), and according to scientists N. Yarosh[4], R. Dilts[5], D. Whitmore, O. Smolensky[6], business circles are actually above coaching advice of the listed types of advice is being used successfully.

Coaching is not instructions and recommendations, not consultations and discussions, but a stimulating conversation, stimulating the thought process, allowing the client to determine his intentions, make choices and effectively achieve his goals. Coaching cannot even be considered psychotherapy. Psychotherapy is primarily aimed at helping the client solve their problems, while coaching involves the joint search for optimal solutions and helps to achieve goals effectively.

The coaching approach is not therapeutic, it is based on the fact that each person is able to

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achieve the goals set for him at the beginning. Each of them is responsible for choosing and implementing their goals, ways to achieve them. The purpose of coaching is to help the individual develop and lead a dignified, vibrant life. Man is perceived as the creator of his own life.

A coaching consultant gives everyone the opportunity to first turn to their inner resources and learn how to use them properly. We know that "everything a man needs is in himself" and it is necessary to show how individual abilities can be used wisely in the future profession. In other words, coaching facilitates and optimizes a person's movement towards the necessary goals. First of all, this cooperation gives each participant of this process the opportunity to develop.

By turning to counselors, the client demonstrates a more mature attitude and desire for changes in his life. Turning to a psychologist already means that a person is ready for these changes, and he wants these changes to be rational and psychologically sound. The directive model of the interaction between the psychologist and the client is derived from medical practice. A psychologist is considered more like a doctor who is an expert in his field. However, a psychologist—even the most experienced—cannot be an expert in your life. In this regard, a contradiction arises, on the one hand, the consultant is taken from the position of the client, who is far from his problems, on the other hand, the psychologist-consultant establishes a trusting relationship with his client, helps the client to overcome his problems and overcome obstacles in life. Therefore, even within the directive model of counseling, the psychologist becomes a partner to find the most effective solutions for his client[7].

Of course, such a division is very conditional, but it allows you to imagine the direction and trend in the work of a practical psychologist and choose the most suitable method for you and your request. The advantages of the directive model are clear: we are used to turning to a specialist, we assign him the responsibility for solving our problems. In return, we are ready to follow all his recommendations and comply with the terms of the contract. A non-directive approach is attractive because the relationship between the psychologist and the client is based on trust and recognition of the uniqueness of each person. The premise of the non-directive or phenomenological approach is that man creates his own reality and is responsible for his own decisions. In this case, the task of the psychologist is to create conditions for choice and change. Of course, from this point of view, coaching as one of the modern and dynamic types of consulting services can depend on a non-directive direction.

Coaching, first of all, implies an active position on the part of the client, the desire and desire to change his life, set new interesting goals and achieve them. The help of a coaching consultant is to creatively review the client's life experience, to create a dialogue space to find effective ways to achieve the goal, taking into account individual characteristics. In this case, the consultant cannot impose anything on his client or offer ready-made recipes. It is the joint search that creates a creative environment and enables the activation of internal resources and the internal potential of the participants of the coaching process. Thus, coaching takes a more mature position on the part of the client and helps him to create a more psychologically competent way of life. This position is often called the ability to "be the director of your own life."

A coach does not offer ready-made solutions and does not share his experience, but helps a

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person learn how to find solutions and necessary resources to achieve a goal.

Coaching is also very important in building a team aimed at organizational success. In order to be competitive, a modern business organization must constantly adapt to changes in the external environment. Organizations to survive in the market and remain competitive must constantly change and make changes in their activities.

Coaching can play an important role in stimulating the career growth of leaders in order to build their career more successfully. Career is a process of personal and professional growth of a person, increasing his influence, authority, status in the social environment, expressed in his movement through the hierarchy, qualification ladder, remuneration, social prestige. Career motives are leading in the structure of motivation for the majority of the management personnel of the organization.

The goal of coaching is to achieve certain changes in a person, changes in his behavior, thinking, and motivation. psychological studies confirm that people turn to coaching because they want to live better: to understand themselves, to achieve balance and harmony between business and family, to organize their personal and business affairs, to start enjoying simple things. Also, people turn to coaching with the desire to organize themselves, get rid of problems in life or business, get rid of chaos and financial difficulties, survive the "mid-life crisis", establish family relationships.

CONCLUSION

In coaching, the key to success for both the coach and the counselor is a careful study of the client's personality and personal issues.

Timely psychological consultation and correction will eliminate dyslexia and

dysgraphia in a person, improve learning indicators and ensure perfect socio-psychological adaptation of this category of person.

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