

A solidarity coaching marathon to promote labour insertion and entrepreneurship

LOCATION: Seville

DURATION: 1'46''

SUMMARY: Five coaching companies from Andalusia and Ceuta have promoted the Coaching 100 Marathon, which consists of individual sessions and free workshops that will be held in different cities for a day. This initiative is aimed at unemployed people and entrepreneurs and its goal is to boost the skills of the participants as well as promoting a positive attitude that will enable them to achieve their goals.

VTR:

BACKGROUND: "Many times we think that talent is something that makes us become absolutely brilliant."

However, there are just a few brilliant people. But we all have skills that can enable us to achieve our goals. That is what she is explaining. She is a coach. The rest are unemployed people or entrepreneurs. And they are all attending the Coaching 100 Marathon.

Coral García
Coach

"The purpose of the project, as our motto says, is activating commitments, working side by side with unemployed people and entrepreneurs in the search for a positive professional change."

BACKGROUND: "If I want to go up to the tenth floor, and I want to do it at once, what happens? Of course, I will fall."

Over a hundred people come to these one-day free workshops with the intention of reinventing themselves. Or, like her, they can assist to individual sessions for one hour. She is Sonia, an unemployed social worker.

SONIA ANDÚJAR
Unemployed

"I have already done everything I knew I could do to find a job, and this was a new tool that could help me to improve my search, and provide me with new resources."

Five coaching companies from Andalusia and Ceuta have united to organise this event with the support of sponsors. But, what is coaching?

CARMEN G^a DE VINUESA
Coach

"It isn't therapy, it isn't training, it is accompaniment to achieve any goal you set for yourself, most of the times personal growth."

Carmen helps Sonia to achieve her goals, to improve her skills... A day in the Coaching 100 Marathon of Seville, also held in other Andalusian cities and Ceuta. A solidarity initiative for those who are prepared to look on the bright side of things.