



How Coaching and Coaching Culture Support the Six Pillars of MADANI

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In today's rapidly evolving world, where challenges in leadership and governance are constantly changing, embracing a coaching culture can be instrumental in fostering values that create sustainable growth and societal impact. This is especially true when applying coaching principles to support Malaysia MADANI's six pillars: Sustainability, Prosperity, Innovation, Respect, Trust, and Compassion.

At a recent [National Institute of Public Administration \(INTAN\) Malaysia](#) Coaching Circle Networking Luncheon, coaches from various sectors discussed how coaching could enhance these MADANI values among public and private employees. Here's how coaching can bolster these values and contribute to developing a prosperous and harmonious nation. The participants referred to the International Association of Coaching Masteries and aligned the Masteries to the six pillars of MADANI. Dr [Zainal Ahmad](#) introduced MADANI and brought clarity to the six pillars of MADANI and the Return on Values (ROV); I continued the session by facilitating a conversation to harvest the wisdom from the group. The following is a summary of how coaching can contribute to and support the Six Pillars of MADANI.

1. Sustainability: The Power of Coaching for Long-Term Success

Coaching plays a pivotal role in fostering sustainability, reassuring individuals about the long-term success of their initiatives. It encourages individuals to discover their own strengths and become more resourceful in overcoming challenges. It helps coachees recognize the sustainable use of resources—whether human, time, or material—and encourages innovation in how these resources are managed. In promoting sustainability, coaching also fosters the idea of self-monitoring and accountability, encouraging individuals to make decisions that support long-term goals rather than short-term fixes.

2. Prosperity: Coaching as a Catalyst for Growth

Prosperity extends beyond financial success; it encompasses individuals' and organizations' overall well-being and growth. Coaching allows individuals to link their personal development with the broader economic and societal advancement goals. It facilitates conversations about wealth creation, enhancing performance, and empowering employees to seek growth opportunities proactively. By motivating individuals to think outside the box, coaching can lead to more prosperous and competitive outcomes for organizations and the country.

3. Innovation: Fostering Creativity Through Coaching

Innovation thrives in environments where individuals feel empowered to explore new ideas. Coaching creates such an environment by encouraging open-mindedness and creativity. Coaches ask powerful questions that can trigger breakthrough ideas, guiding individuals to identify root causes and seek innovative solutions. By celebrating diversity and fostering a culture of feedback, coaching helps unlock the full potential of individuals and teams, driving new knowledge and discoveries.

4. Respect: Building Trust and Communication

Respect is fundamental to any effective coaching relationship. Coaches practice deep listening and provide a non-judgmental space where individuals can explore their ideas freely. This respect for the coachee's agenda fosters trust and ensures clear and impactful communication. In a coaching culture, this respect extends beyond the coaching relationship into the workplace, promoting better teamwork, collaboration, and a more inclusive environment.

5. Trust: Strengthening Bonds and Accountability

Trust is built through the ongoing process of coaching, where both parties—coach and coachee—commit to openness, honesty, and shared goals. Coaching helps individuals stay present and focused, encouraging transparency and accountability. Coaching fosters a trustworthy environment in which individuals can thrive and contribute to the common good.

6. Compassion: Leading with Empathy

Compassion is the heart of coaching. Coaches focus on the well-being of their coachees, creating a safe space where individuals feel supported and understood. By fostering empathy and patience, coaching helps

people navigate challenges with a sense of humanity, ensuring that goals are pursued for personal gain and for the benefit of others. This aligns perfectly with MADANI's goal of creating a more compassionate society.

Conclusion: Coaching as a Vehicle for MADANI's Vision

The six core values of MADANI—sustainability, Prosperity, Innovation, Respect, Trust, and Compassion—are essential for Malaysia's growth and development. Through coaching and cultivating a coaching culture, these values can be deeply ingrained in the public and private sectors, leading to a more harmonious, innovative, and prosperous society.

By aligning coaching strategies with MADANI's pillars, we can create environments where individuals are empowered, organizations flourish, and the nation moves towards a brighter future.

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