

Coaching Case Study – Figurative artist

Background

Artist painting in oils from childhood, fine art degree, part-time artist from graduation, full time artist for five years, represented by gallery for four years, successfully selling just under half the work they produced, exhibited in various joint shows and one solo show. In January 2013 artist was experiencing problems with completing work – nothing finished in over three months.

Goal

To increase self-confidence, motivation and productivity.

Method

6 x 90 minute face to face coaching sessions, using Thinking Environment methodology, based on supporting the coachee's own best thinking.

Key Issues

Assumption – that a piece might not be good enough, leading to a vicious cycle of abandoning work half way through.

Realisation – that all finished pieces had a chance of being good enough. After this break through, the artist realized they had stopped regularly going out to sketch and photograph, and that this was a key part of their creative process, without which they found it difficult to produce.

Results

After the third session, the artist took three days to finish a large work that had previously been unfinished for six months. The piece sold at full price within a few days of arriving in the gallery.

Since November, the artist has successfully finished and sold all pieces begun, is working to commission, and their work now commands a significantly higher price, with a group of collectors asking for first refusal.

'Working it out with Steph is the reason I'm working again and selling. If I hadn't had the coaching I would have eventually worked my way through it but it could have been another six months, two years, maybe ten years. It was like there was a blanket or smog over my creative thought processes, the coaching didn't lead to an instant success, I had to work on it too, but Steph helped me lift that blanket off so I could see what was going on and then, most crucially, she helped me fix it. Before that I was blindly trying to work out what was going on.'

Now I know every one of my pieces is going to be a resolved, successful piece of work.'