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professional coaching



Creativity. Strategy. Leadership. Success.

Some people look at the world as it is, and ask 'Why?'

Others look at the world as it might have been, and ask 'Why not?'

Still others dream of the world as it might yet be, and ask 'How?'

Social Traction exists to help people who dare to dream of a better world.

We support people like you - people who work to enrich the lives of others and who open doorways of opportunity for those facing complex social and economic disadvantage.

At Social Traction we understand that the work involved in sourcing funds, establishing a project and acquitting grants can sometimes get in the way of the actual work of changing lives and building communities.

This is what we are good at.

We can equip you with the tools you need to quickly and effectively administer your work or we can do that work for you.

Either way you'll be freed up to get on with the job and do what you do best.

What is Social Traction's Professional Coaching?

Quite simply, professional coaching is the most important thing that you can do for your professional-self.

Every day of our working lives we encounter situations from which we can learn and grow. Professional coaching allows us to capture that learning with the support of an independent, experienced, qualified and confidential consultant.

Through the developed use of reflective practice you will boost your self-awareness, self-learning and professionalism.

Professional coaching is not counselling. The focus of professional coaching is on you, your work and your professional development.

Should issues arise in the course of professional coaching where you consider that formal counselling may be useful, Social Traction will work with you to identify an appropriate counsellor.

Our Team

Social Traction's multi-disciplined team provide you with a human resource with many years experience in establishing and managing workplace, community, multi-state and international projects.

Each of our people has tasted the adrenalin highs and stinging lows of project management and, between them, have faced most of the challenges you are likely to encounter.

We have been where you are and understand what you need.



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- Skills Development
- Project Management
- Professional Coaching
- Project Staffing

Who will benefit from Professional Coaching?

Social Traction's professional coaching is for everyone who wants to grow and build their capacity. The resource is of particular use to practitioners in the fields of:

- Leadership
- Management
- Strategic Planning
- Strategic Growth and Alliances
- Community Development
- Social Work
- Teaching and Education
- Corporate Social Responsibility
- Governance
- Allied Health
- AOD
- Community Services
- Youth Work
- Training and Assessment

What is Reflective Practice?

Reflective practice is all about continuous development. A form of action learning it involves you as a practitioner critically reviewing your experiences and making the connection between knowledge and practice. In an era of constantly evolving workplaces, Social Traction will support you to develop the skills and disciplines you need to critique your professional practice in the specific and unique context in which you work. The benefits of this approach will be to

- Maximise your learning from each situational experience
- Enhance your critical thinking and problem solving ability
- Gain a deeper understanding of the attitudes and values shaping your practice
- Identify your personal and professional strengths and areas for improvement
- Generate concrete actions to achieve greater professional effectiveness