

# How Online Coaching Influences the Development of Self-Efficacy in Mothers Beyond Parenthood

## The Challenge

- The **transition into motherhood** a woman's sense of self, reshapes identity, often leading to **self-doubt** and shifts in **career confidence**.
- Balancing personal aspirations with caregiving can feel **overwhelming**.
- **Online coaching** can help mothers rebuild **self-efficacy**, reclaim their identity, and navigate career growth with confidence.

## Why It Matters

- **Self-efficacy fuels growth:** Confidence shapes motivation, resilience, and career progression.
- **Matrescence reshapes identity:** This psychological transition impacts self-worth and aspirations (Raphael, 1975).
- **Coaching bridges the gap:** Current coaching mainly supports parenting; fewer interventions focus on career and personal identity.

## The Research

This study explores how online coaching:

- Strengthens self-efficacy in mothers.
- Supports career and personal identity development.
- Identifies key coaching strategies for long-term growth.

**Method:** Action research with three mothers (children aged 0-5), engaging in online coaching and interviews.

Thematic analysis will follow Braun & Clarke's (2006) framework.

## Impact & Future Applications

- **Career Confidence** – Insights will shape coaching practices to support mothers in professional reintegration and self-development.
- **Practical Strategies** – Findings will contribute to career development, coaching networks, and online training resources.
- **Long-Term Benefits** – Strengthening maternal self-efficacy supports families, workplaces, and broader societal structures.

## Dissemination Plan

- **Academic Publications & Conferences** in coaching, career development & maternal well-being.
- **Professional Coaching Networks and online coaching magazines** (e.g. BACP Coaching Today Magazine)
- **Social Media & Online Coaching Platform:** Findings will be shared through my social media platforms and will serve as the foundation for developing an online course designed to support mothers.

## Current Status

- Ethical approval pending
- Participant recruitment to follow

## Relevant Research & Key Studies

- Bandura, A.** (1997) *Self-Efficacy: The Exercise of Control*. New York: W.H. Freeman.
- Braun, V. & Clarke**. V. (2006) *Using thematic analysis in psychology: Qualitative research in psychology*, 32(2):77-101.
- De Haan, E. & Nilsson**. V.O. (2023) *What can we know about the effectiveness of coaching? A meta-analysis based only on randomized controlled trials*. *Academy of Management Learning and Education*, 22(4): 641-661.
- Raphael, D.** (1975) *Being female: reproduction, power and change*. Chicago: Moulton Publishers.
- Raphael-Leff, J.** (2020) *Parent-infant psychodynamics: Wild things, mirrors and ghosts*, 2nd ed. London: Routledge.
- Pember, A (2024)** *Matrescence matters: helping clients navigate the motherhood transition*. *Inteline*. Available at: <https://www.bacp.co.uk/bacp-journals/coaching-today/matrescence-matters-helping-clients-navigate-the-motherhood-transition/> (Accessed 12 September 2024)



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