
LIBRARIAN, COACHING AND KNOWLEDGE MANAGEMENT

BIBLIOTECÁRIO, COACHING E GESTÃO DO CONHECIMENTO

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SOUTO, Leonardo Fernandes. **Coaching e gestão do conhecimento pessoal**: o bibliotecário como agente do desenvolvimento humano. Rio de Janeiro: Synergia, 2017. 96 p. ISBN: 978-85-68483-51-0. formato: 14 x 21.

Start this review by talking about the author. Leonardo Fernandes Souto holds a PhD in Information Science from the University of São Paulo (USP) and a Master's degree in Information Science from the Pontifical Catholic University of Campinas (PUC-Campinas). He holds a bachelor's degree in Library Science and Documentation from Centro Universitário de Formiga (UNIFOR) and a bachelor's degree in Business Administration from Universidade Federal Fluminense (UFF). As a large and continuous Leonardo scholar, he also holds auditing certifications of knowledge management, neurolinguistic programming, master coaching and leading coaching. In addition, he worked as a librarian in the Central Libraries of the University of Uberaba and the State University of Campinas (UNICAMP), where he also served as one of the co-editors of the RDBCI: Digital Magazine of Library Science and Information Science from 2003 to 2006, being currently ad hoc advisor of this publication. He also worked in the management of Knowledge Management at the Petrobras University, and in the Information and Data Research Center (COPED) and the Publishing and Memory Management of the National Bank for Economic and Social Development (BNDES). Currently works in the Process Management of the Department of Information Security and Processes, of the Risk Management Area of the National Bank for Economic and Social Development (BNDES).

"... This work of Leonardo Fernandes Souto begins with the means by which the Management of Personal Knowledge is done, that is, how to plan, organize, mobilize and control the results of his own developed personal knowledge, but already can assume, from the considerations of Polanyi (1958), that this is so much better the more one evolves in the development of consciousness and the apprehension of reality, of the individual to find and know how to tread the paths with which he confronts himself in his daily life. In this way, coaching techniques are introduced, described in the book, that is, coaching becomes of immense value for the management of the personal knowledge of the individual, applied to organizations, other environments, and ultimately to their own lives. also emphasizes the importance of the relationship with the other, in order to stimulate the individual in the search

for his way. The book is strongly recommended, especially for librarians, but also for any other professional interested in seeking answers to their personal development ... "

According to the Latin American Coaching Society (SLAC),

Coaching is an English word that defines a process of human development, based on several sciences and techniques to assist people and companies in reaching goals, in accelerated development and in their continuous evolution.

There are several theories about the origin of the term coach in the context of people's development, but somewhere in history he shares a common ancestor with the English verb "coax," which means "PERSUADIR".

The coaching professional acts as an external stimulator that awakens the inner potential of others, using a combination of flexibility, insight, perseverance, strategies, tools based on a methodology of proven effectiveness and then the Coach accompanies his Coachee (Customer), demonstrating genuine interest (sometimes called charisma) to SUPPORT their Coaching customers to access their internal and external resources and thereby improve their performance. Beyond this definition, there are other interpretations about the role, behavior, and characteristics of a coach. Depending on the circumstances, the coach may need to adopt very different styles in order to meet the needs of his coachees. Among the factors that can influence the coaching approach are the complexity of the goal, the risks of error in performing the task, the initial level of availability for coaching by team members, their self-confidence and capacity for task and level of maturity for the learning demonstrated by the coachee (to what extent he is able to co-operate with the coaching process).¹

The book is structured in seven chapters and Chapter 1 is the Introduction. In Chapter 2, the author discusses "Managing Personal Knowledge and Human Development" by linking to a literature review. Following Chapter 3, entitled "Understanding Coaching," the author reports on the origin, styles, and approaches on coaching supported on the basis of literature review. In Chapter 4, the author talks about "Librarianship and Coaching" in which librarianship and skills of librarians are presented. In Chapter 5 under the title "Educational Coaching", the author points out experiences and perspectives on coaching. In Chapter 6 - "Planning of the Educational Guidance Center in Libraries", the author assists in the elaboration of the project and the support tools that constitute it.

In the last chapter, that is, Chapter 7, the author ends with the "Final Considerations" contextualizing the closing of the work saying that:

[...] arousing the librarian's interest in the implementation of a systematized and legitimized process of coaching is a way to expand society's view of the role and value of this professional, usually recognized for his technical skills, and, most notably, for those related to the acquisition, organization, custody and loan of documents. It is also a way of highlighting its training and its skills as knowledge manager, as well as information manager, allowing it to act in the scope of personal development and self-knowledge. (SOUTO, 2017, p.59).

Therefore, we conclude by saying that coaching is the ideal way for people to become more productive, through methodologies that approach different aspects such as personal and organizational vision and mission, personal discovery and fulfillment of the potential,

¹ Source: O que é coaching. Disponível em: <<https://www.slacoaching.com.br/o-que-e-coaching>>.

including the professional librarian. In addition, coaching aligned with personal knowledge management has everything to go right for the solutions to problems faced by the librarian who has a leadership spirit and knows how to manage their conflicts and the actions of their day to day.

The work is aimed at students of librarianship, administration and related areas, as well as for professionals of information and managers of libraries and centers of information and research.

Referencia

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