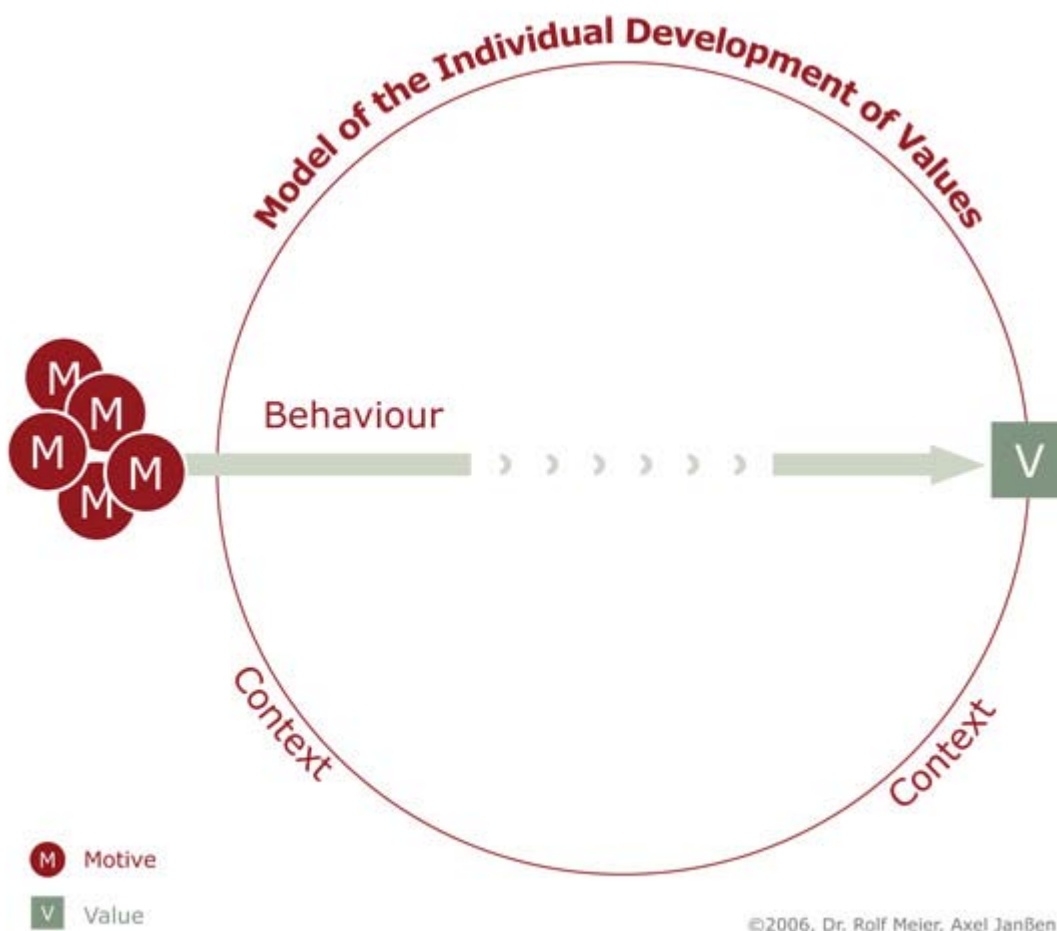


## Core Models and Definitions

### The Model of “Individual Value Development”



This model is relevant as it is a „thought model“ for the coach. According to the Hamburger Schule, by emphasising the connection between motive-behaviour-value-context, the practicing coach has an abstract understanding of how values develop. Basis for this is also the consideration (see axiomatic) that motives are non-specific reasons for behaviour/actions.

In a context that is perceived to be new by the individual then an individual begins to act and/or behave. At first, this individual will look for orientation in “familiar” values.

Development also means the development of context-bound values. If an individual cannot ascertain any values for orientation the he will also take action, as he also wants to be successful according to his motives. Is the behaviour successful then a value develops (through repetition) which, as long as transfer and reflection take place, can also be used in other contexts.