## ON THE APPLICATION OF THE COACHING METHODOLOGY IN HIGHER EDUCATION

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Annotation: This article examines the effectiveness of teaching students based on the application of coaching methodology in higher education. Coaching is a method that helps students identify their potential, set goals, and set a course for achieving them. In this article, the benefits and effectiveness of the coaching methodology for students are shown in terms of mastery, communication and guidance, self-monitoring and other important aspects. The article also provides case studies and extensive research to explain how the use of coaching in higher education can be effective in imparting knowledge to students.

**Key words:** higher education, coaching methodology, students, imparting knowledge, efficiency, mastering, communication, manual, self-monitoring.

In an ideologically and practically developed society, the important importance of learning and mastering knowledge is prominent. Training centers and universities have provided students with great opportunities to develop scientific knowledge, practical skills and human abilities. Here, the application of the coaching methodology in higher education is considered as one of the major ways to help improve the effectiveness of providing students with knowledge.

Couching, for several years, was popularized among teachers, mentors, and students and showed its effectiveness. This technique helps students to identify, assimilate, assimilate, and control their development. The coaching methodology

serves as an important tool for students to guide themselves, solve their problems, and set a course of self-appropriation.

In the first place, the coaching methodology helps students identify their goals. Students create guides and tasks so that they can master themselves and understand what pages they want to reach. This helps students fix themselves to determine their future road traffic.

In the second place, mastering is another important part of the coaching methodology. Students make a difference in self-appropriation, setting themselves steps, and determining road traffic to guide themselves. This method helps students to determine the steps they need to take to become self-absorbed and self-absorbed.

Coaching in education is seen as a long-term collaboration between the subjects of the educational process that helps to achieve high results in all areas of life, including education.

Coaching is a way of improving the effectiveness of pedagogical activity, self-education, promoting the self-development of educators, creating conditions through counseling (trainings, conversations, seminars). Coaching means teaching, instructing, inspiring.

Kouching is a development consultancy. The difference between traditional counseling and coaching is that coaching is a form of active education focused on the personal application of professional activities. The basis of this style is interactive communication, discussion (question and answer, where the educator does not receive advice and recommendations, but only answers the questions that coucher asked him, and the educator finds reserves and ways to solve his problems.

Coaching is used in the process of professional and pedagogical competence and efficiency improvement in the provision of three main areas of leadership:

a) the communicative sphere that provides the organization's charters, views and goals;

- b) build relationships and facilitate interoperability with high-performance teamwork;
  - C) ensure high efficiency of execution and obtaining results.

Couching technology is a goal-oriented conversation of coucher (senior teacher, experienced teacher,) with a client (educator).

During training, koucher uses techniques that activate the educator, helping the teacher to move from goal setting to the final result by analyzing reality and choosing options for achieving the goal. In the third place, the coaching methodology helps students to solve difficulties related to communication and guidance. In coaching sessions, it is possible to teach communication tools and strategies that help students analyze their problems, anticipate how to progress in the future and set the necessary steps. It provides students with communication skills that are important in self-mastery and achieving their goals.

Self-monitoring is another important part of the coaching methodology. This method teaches students to control themselves. Students are taught self-monitoring to assess their progress, road traffic and achievement of their goals. This will make students effective in developing themselves and achieving their goals.

The effectiveness of applying the coaching methodology in higher education in giving students knowledge is evident. This method helps students to identify their potential, self-appropriate, set goals and road traffic, and address and self-monitor difficulties with communication and guidance. This method will be effective in making students develop themselves and achieve their goals. The practical application of the coaching methodology in higher education institutions helps students to develop themselves and achieve their goals. In doing so, teachers and mentors teaching and assisting students with coaching techniques will enable students to achieve a high level of knowledge and competence.

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