

TCP REPORT WRITING WEBINAR

TRANSPERSONAL
COACHING
PSYCHOLOGY
JOURNAL

Kirsti Formoso

WEBINAR OBJECTIVES

REPORTING WRITING PROCESS

DATA ANALYSIS & LIT. RESEARCH

REPORT SECTIONS

WRITING STYLE & APA GUIDELINES

GETTING TO PUBLICATION

WHAT IS A CASE STUDY REPORT?

C

CLIENT JOURNEY

Examines the clients' journey.

A

ANALYSIS

Analyses goals, interventions, techniques, and outcomes.

S

STRUCTURED DOCUMENT

Detailed document with specific sections.

E

EVALUATION

Evaluates the coaching process.



REPORT WRITING STEPS

1

ANALYSE YOUR DATA

2

FOCUSED READING AND RESEARCH

3

WRITE REPORT SECTIONS

4

EDIT AND POLISH

REPORT SECTIONS

REPORT ORDER

- TITLE PAGE
- ABSTRACT
- INTRODUCTION
- METHOD
- RESULTS / FINDINGS
- DISCUSSION
- CONCLUSION
- REFERENCES
- APPENDICES

WRITING ORDER

1. METHOD
2. RESULTS / FINDINGS
3. DISCUSSION
4. CONCLUSION
5. INTRODUCTION
6. ABSTRACT
7. TITLE PAGE
8. REFERENCES
9. APPENDICES

PREPARATION

ANALYSING YOUR DATA

THEMATIC ANALYSIS

LITERATURE RESEARCH

ANALYSING YOUR CASE STUDY DATA

- **Key themes, threads, and patterns**
- **Similarities and differences between client journeys**
- **Effectiveness of techniques, tools and interventions**
- **What worked well and what could be improved**

ANALYTICAL QUESTIONS

WHO

Men over 50, new mothers, expats, nurses, yoga students

WHY

Common motivations for coaching, why coaching?

WHAT

What did they want to achieve?

WHERE

Where are they on their journey?

HOW

How did the coaching journey evolve?

THEMATIC ANALYSIS RESOURCES

- **USING THEMATIC ANALYSIS IN PSYCHOLOGY (Braun, V. & Clarke, V., 2006).**
https://www.researchgate.net/publication/235356393_Using_thematic_analysis_in_psychology
- **THE REFLECTIVE THEMATIC ANALYSIS PROCESS**
<https://www.thematicanalysis.net/doing-reflexive-ta/>
- **HOW TO DO THEMATIC ANALYSIS; Step-by-Step Guide & Examples**
<https://www.scribbr.com/methodology/thematic-analysis/>
- **HOW TO DO A THEMATIC ANALYSIS**
<https://www.youtube.com/watch?v=XkFweOS8k9E>

THEMATIC ANALYSIS



- 1 Data immersion - read, read, read
- 2 Identify meaningful segments & code
- 3 Group codes together into themes
- 4 Interpret their relevance



DATA CODING

CLIENT 1

After years of feeling unfulfilled, Maria left her corporate job to start her own business.

The transformation was challenging, but she discovered a new self-identity as an entrepreneur, finding purpose and passion she never knew existed.

CLIENT 2

After losing her partner, Sarah found herself navigating uncharted territory. She began to explore new hobbies, make new connections, and rebuild her life on her terms. Slowly, she shed the old routines and discovered a version of herself she never knew, more independent and self-assured.

CLIENT 3

Priya's move to a new country was more than just a change of scenery; it was a rebirth. She embraced new traditions, learned a new language, and started seeing herself as someone who could thrive anywhere. The experience redefined her sense of who she was in the world.

CLIENT 4

Tom's transformation began at the gym, but it extended far beyond physical changes. As he lost weight and built strength, he developed a new self-identity, seeing himself not just as fit, but as disciplined, confident, and capable of achieving his goals.

CODING PRACTICE

Client expressed deep feelings of disconnection from family and friends since embracing her new path in mindfulness and holistic health. She described how her transformation brought newfound clarity and purpose, but it also created tension with those who don't understand or support her journey. She spoke of challenging conversations where her evolving perspectives clashed with her old social circles, leaving her feeling misunderstood and distant. Despite the sense of loss, she feels a stronger connection to her new self-identity, driven by values that now guide her decisions and lifestyle. While she celebrates this personal growth, she struggles with the emotional weight of moving away from past relationships, questioning if she can bridge the gap or if she must continue forward on her own terms.



CODING PRACTICE EXAMPLE

Client expressed deep feelings of disconnection from family and friends since embracing her new path in mindfulness and holistic health. She described how her transformation brought newfound clarity and purpose, but it also created tension with those who don't understand or support her journey. She spoke of challenging conversations where her evolving perspectives clashed with her old social circles, leaving her feeling misunderstood and distant. Despite the sense of loss, she feels a stronger connection to her new self-identity, driven by values that now guide her decisions and lifestyle. While she celebrates this personal growth, she struggles with the emotional weight of moving away from past relationships, questioning if she can bridge the gap or if she must continue forward on her own terms.

- Transformation
- Personal growth and self-identity
- Disconnection, social alienation
- Emotional struggle and independence



TURNING CODES INTO THEMES



FOCUSED READING



- **DEFINING CONCEPTS**
Can you clearly define relevant concepts around your data? Do you fully understand them?
- **EXISTING LITERATURE**
What does existing literature say about your client's journeys, relevant concepts, and your key findings and results?
- **KNOWLEDGE GAPS**
Are there any gaps in the literature? Does your case study address these gaps?
- **DEMOGRAPHICS**
Would it be useful to know a little more about your clients? What are their challenges, dreams, and pathways.

WRITING UP REPORT SECTIONS

INTRODUCTION

METHOD

RESULTS

DISCUSSION

CONCLUSION

ABSTRACT

REFERENCE LIST

APPENDICES

TITLE PAGE



**2000 WORD
LIMIT**



**CHECK WORD
LIMITS**

INTRODUCTION / LIT REVIEW



HOOK OPENING

Start your introduction with something powerful and meaningful that will grab your reader's attention. Entice them to want to read more.



FUNNEL SHAPE

The main part of your introduction will form a funnel shape. Broadly introduce background information about your topic. Then narrow down your focus to the specifics of what your report will be about. Cite current literature.



FOCUS OF REPORT

End your introduction section on a strong note that directs the reader's attention to the method section.

15%
OF REPORT

ALL TYPES
OF WRITING
STYLE

METHOD



PARTICIPANTS

What ties your participants together? Describe participant demographics; age, gender, experience, life stage, membership etc.



PROCEDURE

- Where were sessions conducted, when, and how.
- Did you use specific techniques or tools?
- How did you collect your data?
- Ethical considerations.



DATA ANALYSIS

- How did you analyse your data?
- Did you use a specific method?
- Cite your method.

15 -20%
OF REPORT

DESCRIPTIVE
OBJECTIVE

RESULTS/FINDINGS



KEY THEMES

State your key finding or theme and describe it.



EXAMPLES

Give examples from your data to back up your finding.



WORK THROUGH FINDINGS SYSTEMATICALLY

Report each finding together with a description of the finding and evidence from your data before moving on to the next finding.

30%
OF REPORT

DESCRIPTIVE
OBJECTIVE

DISCUSSION



SUMMARISE FINDINGS

Start the discussion with a brief reminder of key themes that stood out from the data.



ANALYSE YOUR RESULTS/FINDINGS

Systematically discuss each theme or key finding. Explain how your findings relate to existing literature, use citations. Weave in personal reflections and interpretations if appropriate.



LIMITATIONS AND IMPLICATIONS

Include reflective insights about the study's significance or limitations and your own journey if appropriate. Use citations where appropriate.

30%
OF REPORT

ALL TYPES
OF WRITING
STYLE

CONCLUSION



NO NEW INFORMATION

Do not introduce any new information into this section. It concludes what has already been said, though it can be expressed in a unique way.



SUMMARISE REPORT

Identify the key information in the report and summarise it briefly.



TAKE AWAY MESSAGE

What do you want your audience to know?
What specifically would you like them to remember about your case study? Explicitly state this in the conclusion.

10%
OF REPORT

DESCRIPTIVE
OBJECTIVE
REFLECTIVE

ABSTRACT

2 SENTENCES SUMMARISING INTRODUCTION

2 SENTENCES SUMMARISING METHOD

2 SENTENCES SUMMARISING RESULTS

2 SENTENCES SUMMARISING DISCUSSION

2 BONUS SENTENCES

100 - 150
WORDS

DESCRIPTIVE
OBJECTIVE

REFERENCE LIST



CORRESPONDS TO CITATIONS IN TEXT



IN ALPHABETICAL ORDER



HANGING INDENT



CONTAIN AUTHOR, DATE, TITLE AND SOURCE



NOTE REFERENCE FORMATTING

APA RERERENCE GUIDE

<https://apastyle.apa.org/instructional-aids/reference-guide.pdf>

APA RERERENCE EXAMPLES

<https://apastyle.apa.org/instructional-aids/reference-examples.pdf>

REFERENCE ENTRIES

JOURNAL ARTICLES

Braun, V. & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101. <https://doi.org/10.1191/1478088706qp063oa>

BOOKS

Creswell, J. W. & Ploth, C. N. (2018). *Qualitative Inquiry & Research Design; Choosing among five approaches*. Sage Publications Inc.

CHAPTER IN EDITED BOOK

Daniels, M. (2015). Traditional roots, history, and evolution of the transpersonal perspective. In H. L. Friedman and G. Hartelius (Eds.), *The Wiley Blackwell handbook of transpersonal psychology* (pp.23-43). John Wiley & Sons, Ltd.

DIGITAL MEDIA

Borges, P. (2019). *Gabor Maté – Authenticity vs. Attachment* [Video]. Youtube. <https://www.youtube.com/watch?v=l3bynimi8HQ>.

COURSE MATERIALS

Diaz-Ford, K., & Huffman, A. (2020). Transpersonal psychology. Module content. Theme 1: Transpersonal knowing, models of inquiry, and research.

APPENDICES

SUPPORTING MATERIALS

Raw data, detailed descriptions, charts, questionnaires, interview transcripts, or other documentation that adds value or validates but would clutter the main text.

REFERENCED IN THE MAIN TEXT

Every appendix must be referred to in the main body of the report.

FORMATTING AND ORGANISATION

Label each appendix clearly and ensure it corresponds to the text.

DIRECT RELEVANCE

Enhance and strengthen, not overwhelm.

Participant information and consent (Appendix B).

**MAX
2 PAGES**

See Appendix C
for social media recruiting
message.

APA REPORTING STANDARDS & WRITING STYLE

WRITING STYLES

ACADEMIC VOCABULARY

SENTENCE STRUCTURE

PARAGRAPH STRUCTURE

IN-TEXT CITATIONS

GETTING PUBLISHED

WRITING STYLES



DESCRIPTIVE

Aims to paint a vivid picture, helping the reader to visualize a subject, process, or experience.



CRITICAL

Analyzes, evaluates, and interprets ideas or works, offering a well-reasoned argument with evidence to support judgments.



OBJECTIVE

Focuses on presenting factual information without personal opinions or bias, based on evidence.



SUBJECTIVE

Centers on personal opinions, feelings, and interpretations, reflecting the writer's own perspective on external events.



REFLECTIVE

Introspective analysis of one's own thoughts, opinions, biases, feelings, behaviours, and experiences.

ACADEMIC VOCABULARY

● **CITATION VERBS**

suggests, comments, notes, observes, remarks, posits, states, explains, argues, asserts, illustrates, proposes...

● **ADDING INFORMATION**

moreover, furthermore, likewise, similarly, as well as, coupled with, firstly, secondly, thirdly, another key thing to note

● **CONTRAST**

however, by contrast, that said, yet, then again

● **RESERVATIONS**

despite this, nonetheless, nevertheless, with this in mind

● **LINKING**

accordingly, consequently, indeed, hence, therefore, as a result

● **CONCLUSIONS**

above all, in short, evidently, undoubtedly, all things considered

WORDINESS & REDUNDANCY

The apple, which is a kind of fruit that grows on trees in many different parts of the world, is known for being small in size and having a round shape, a shiny outer skin that can be red, green, or yellow, and is often eaten by people because it is generally considered to be a healthy and nutritious snack that is good for you.

**65
WORDS**

VS

CONCISENESS & CLARITY

Apples are small nutritious fruits with red, green, or yellow skins that are enjoyed worldwide.

**15
WORDS**

WORDINESS & REDUNDANCY

End result	Result
Each and every	Each
Final outcome	Outcome
Completely finished	Finished
Close proximity	Proximity
Advance planning	Planning
Necessary requirement	Requirement
In order to	To
Due to the fact that	Because
At the present time	Now
There is a possibility that clients will need	Clients may need
There were several clients who completed	Several clients completed

PEEL PARAGRAPH

P

POINT

First sentence introduces the main point or claim of the paragraph.

E

EXPLAIN

Define concepts and explain the point, claim or idea.

E

EVIDENCE & EXPERIENCE

Cite credible sources to back up your point, claim or idea.

L

LINK

The final sentence links to the next paragraph.



PEEL EXAMPLE



- P** Cats are like zen masters.
- E** Their propensity to live in open awareness makes them observant and wise, giving them zen master like qualities.
- E** **Smith & Lee (2014) suggests** that cats have an innate ability to go into open awareness. **This view is supported by Brown et al. (2019) who's research established** that cats can meditate. **However, Johnston (2017) explains** that cats can be erratic and fearful. **Nevertheless,** a cat's ability to stalk you without you noticing confirms their zen like characters (**Richards, 2023**).
- L** While cats are like zen masters, some people say sloths are far more meditative.

Cats are like zen masters. Their propensity to live in open awareness makes them observant and wise, giving them zen master like qualities. Smith & Lee (2014) suggests that cats have an innate ability to go into open awareness. This view is supported by Brown et al. (2019) who's research established that cats can meditate. However, Johnston (2017) explains that cats can be erratic and fearful. Nevertheless, a cat's ability to stalk you without you noticing confirms their zen like characters (Richards, 2023). While cats are like zen masters, some people say sloths are far more meditative.

REFERENCING AND IN-TEXT CITATIONS

Use mostly
primary sources,
use secondary
sources sparingly

Ensure citations
and reference list
correspond

1

Read, listen to or watch the author or work you want to cite, and repeat till you understand it completely.

2

Write notes and identify the specific idea that you want to include in your writing.

3

Write a SENTENCE about that idea.

4

Add the corresponding IN-TEXT CITATION to the sentence.

5

Write a REFERENCE LIST ENTRY for the work.

IN-TEXT CITATIONS - PARAPHRASING

PARENTHICAL CITATIONS

- Effective coaching improves performance (Smith, 2018).
- Effective coaching improves performance (Smith & Brown, 2018).
- Effective coaching improves performance (Smith et. al., 2018).
- Effective coaching improves performance (Smith, 2018, as cited in Royce et al., 2022).

PARENTHICAL CITATIONS – MULTIPLE CITATIONS

- Effective coaching improves performance (Jones, 2012; Richards, 2009; Smith, 2018).

PARENTHICAL CITATIONS – SAME AUTHOR & YEAR , DIFFERENT PRINT

- Effective coaching improves performance (Smith, 2018a) and well-being (Smith, 2018b).

NARRATIVE CITATIONS

- Smith (2018) noted that effective coaching improves performance.
- Smith and Brown (2018) noted that effective coaching improves performance.
- Smith et al. (2018) noted that effective coaching improves performance.

IN-TEXT CITATIONS - DIRECT QUOTES

Engler (1993, p.119) observed that “one has to be someone before no-one”.

Or to put it in the words of McGraw (1997), “experiences don’t create the self but the self makes the experiences his owned history” (p.73).

MEMORABLE
OR
SUCCINCT

DIRECT QUOTES

- “Coaching enhances individual performance” (Smith, 2018, p. 45).
- Smith (2018) stated, "Coaching enhances individual performance" (p. 45).

BLOCK QUOTES

"Effective coaching can enhance personal and professional performance, improve self-confidence, and provide clarity for individuals to set and achieve their goals" (Smith, 2018, p. 45).

GETTING PUBLISHED

**DRAFT
EDIT
REVIEW
POLISH**

**GOOGLE
DOCS.**

GRAMMAR CHECKER

- Grammarly
- Quillbot

<https://apastyle.apa.org/style-grammar-guidelines>

AUTHOR BIO

- Include biographical statement of less than 150 words.
- Place after the appendices.
- **Author: Toby Still (in bold)**

PEER REVIEW PROCESS

- Revisions
- Deadlines

THANK YOU

FOR YOUR ATTENTION

Kirsti Formoso

www.kirstiformoso.com

www.iactm.org/tcpj/

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