

ABSTRAK

Penelitian ini mengkaji efektivitas *intuitive coaching* dalam meningkatkan kompetensi pengambilan keputusan dan kualitas keputusan para pemimpin. Di tengah tuntutan kepemimpinan modern yang membutuhkan ketepatan sekaligus kecepatan, integrasi antara intuisi dan analisis rasional menjadi semakin penting. Penelitian ini menggunakan SMILE Coaching Model, sebuah kerangka kerja *coaching* yang terstruktur dan fleksibel, dikembangkan berdasarkan Kompetensi Inti ICF (ICF Core Competencies) untuk memfasilitasi kejernihan, kesadaran diri, dan tindakan yang bermakna.

Dengan menggunakan pendekatan metode campuran, sebanyak 20 *coach* bersertifikat dari ICF Jakarta Charter Chapter mengikuti sesi *coaching* dalam dua kelompok: kelompok kontrol yang hanya menggunakan alat logis Cartesian Quadrant, dan kelompok perlakuan yang mengombinasikan Cartesian Quadrant dengan eksplorasi intuitif. Dalam kelompok perlakuan, eksplorasi intuitif dilakukan menggunakan alat proyeksi visual berupa Intuitive Coaching Cards dan Intuitive Leadership Tools, yang mengadopsi prinsip fototerapi untuk membangkitkan refleksi mendalam serta memperluas wawasan (*insight*) dari pembuat keputusan.

Hasil kuantitatif menunjukkan bahwa *coaching* intuitif secara signifikan meningkatkan kualitas keputusan, meskipun belum terbukti secara statistik memperkuat kompetensi pengambilan keputusan. Data kualitatif memperlihatkan bahwa penggunaan alat proyektif visual membantu klien mengakses kejernihan batin, menguatkan kesadaran emosional, serta menyelaraskan keputusan dengan nilai-nilai pribadi. Studi ini merekomendasikan integrasi pendekatan rasional dan intuitif dalam proses *coaching* serta mendukung penerapan *coaching* intuitif dalam konteks pengambilan keputusan, pengembangan diri, dan *coaching* transformasional. Penelitian ini juga menghadirkan protokol *coaching* yang menjembatani sains *coaching*, wawasan intuitif, dan standar global.

Kata kunci: *coaching* intuitif, kompetensi pengambilan keputusan, kualitas keputusan, pengembangan kepemimpinan, penelitian eksperimental

ABSTRACT

This study examines the effectiveness of intuitive coaching in enhancing leaders' decision-making competency and decision quality. In today's leadership landscape, which demands both speed and accuracy, integrating intuition with rational analysis is increasingly vital. This research applies the SMILE Coaching Model, a structured yet flexible coaching framework developed based on the ICF Core Competencies, to facilitate clarity, self-awareness, and meaningful action.

Using a mixed-methods approach, 20 credentialed coaches from the ICF Jakarta Charter Chapter participated in coaching sessions divided into two groups: a control group using only the logical tool Cartesian Quadrant, and a treatment group that combined it with intuitive exploration. In the treatment group, intuitive exploration was conducted using visual projective tools, Intuitive Coaching Cards and Intuitive Leadership Tools which adopt principles from phototherapy to stimulate deep reflection and expand decision-makers' insight.

Quantitative results showed that intuitive coaching significantly improved decision quality, although it did not statistically enhance decision-making competency. Qualitative findings revealed that visual projective tools helped clients access inner clarity, strengthen emotional awareness, and align decisions more closely with personal values. This study recommends integrating both rational and intuitive approaches in coaching, and supports the use of intuitive coaching in decision-related, developmental, and transformational contexts. The research also presents a coaching protocol that bridges coaching science, intuitive insight, and global standards.

Keywords: *intuitive coaching, decision-making competency, decision quality, leadership development, experimental research*