

# IMPACT By Coaching



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## 10 Tips To Create A Coaching Culture

Coaching is increasingly used as a developmental tool. Companies have gone through many changes in the past year and made decidedly difficult decisions with their workforce. With fewer staff in place, higher expectations on quality, and a rapidly changing technical focus in every area of our lives, coaching has become a key component to management success.

Studies show that coaching programs in business provide a comprehensive framework for management action. The key success factors indicate that when followed create a culture where coaching is seen as necessary for the development of people, projects, and profits.

To create a coaching culture, here are a few tips to get you started.

1. **Develop an organization-specific understanding of coaching.** Create the definition and use it in your printed communication. One of our clients recently invited us to conduct a program for their executive staff. They believe that having everyone understand the basics and develop a coaching mindset create a new level of leadership and accountability for everyone.
2. **Have a systematic approach.** Start with the definition of coaching and determine how it will be a part of the culture. Identify why it is important and how it will be implemented. Begin to identify champions who are modeling and will continue to model coaching competencies.
3. **Determine level of organizational saturation of coaching.** Where to start. Research indicates that a culture of coaching means that there is an understanding of the basics at every level. Part of that means having people think of coaching as a part of helping find solutions rather than something used only at performance reviews.

This article has 760 words and should take 5.0 minutes or less to read. A small price for knowledge!

4. **Involve the “TOP”.** Creating a coaching culture means EVERYONE. Even those at the top who profess they already know how to coach. Experience tells us that some do and some don't. Yet, the reluctance of senior management to participate in training they feel is too basic can cripple the best efforts of the management team. Everyone means EVERYONE.
5. **Market and brand coaching as a positive.** Learning how to coach helps everyone recognize that having the ability to listen, ask questions, and share experiences provides an outlet to contribute in many different ways. Asking for help when you learn a new sport is okay. A positive coaching culture means that it is okay to ask for coaching as a way to open channels of creativity and unlock blocked thinking.
6. **Create win-win situations for all stakeholders.** Okay, so this is a repeat of number 5. Coaching is a good thing. Make it okay to ask for help. Make it okay to receive help. Make it okay to make a mistake and learn from that mistake. After all, in a coaching culture, “We are all in this together” can be a win-win if the culture supports the concepts. Make it okay at every level.

Contact Sherry Greenleaf, RCC for Registered Corporate Coach Training, Leadership Development, and DiSC Train the Trainer programs at 440-899-9010 or [sgreenleaf@impact-dev.com](mailto:sgreenleaf@impact-dev.com).

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7. **Align coaching measures with business strategy.** Take time to set desired outcomes and determine benchmarks to measure progress. Set the expectation for measurable results. Then follow through by collecting data to support the initiative. If you need help with the ROI, there are vendors who can serve as a non-biased collector and reporter of results.
8. **Ensure transparency of the whole coaching concept.** Place coaching on the agenda. Collect and share success stories and those that aren't. Identify where people struggle with the concept or where there are breakdowns in understanding or with coaching skill sets. These are markers that determine the value and impact of coaching on the business and with customers.
9. **Evaluate effectively and carefully.** Back to number 7. Determine the benchmarks, training programs, communication, and support that will be needed to drive a culture where coaching is encouraged, supported, and valued. Think ROI – on people, processes, and performance.
10. **Ensure high integrity and quality at all levels.** Setting standards and creating expectations is part of the process. Involve coaching champions, trainers, managers, supervisors, and team leads – everyone!. Ask for feedback. Make corrections when and where needed. People want to know that when called upon to become “better” than they think possible, they can achieve what may have seemed impossible. It's called coaching.

### *Seeds of change:*

***"Asking for help doesn't mean that we are weak or incompetent. It usually indicates an advanced level of honesty and intelligence." -- Anne Wilson Schaef***

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***It is a fine thing to have ability, but the ability to discover ability in others is the true test.-- Elbert Hubbard***

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"If you go back to Greek times, they had two different words for labor and for work. And those weren't the same. They did not have the same quality.

***Work built something. Work was connected to one's soul. Work was UNFOLDING something. Labor was activity that required effort and didn't have that other stuff in it. We don't much differentiate labor and work anymore."***

***~~Ken Anbender***

**Our Leaders Coaching Leaders Coaching Leaders and Leader As Coach programs provide essential coach training to create a coaching culture.**

**Contact us for more information!  
Sherry Greenleaf, 440-899-9010 or  
[sgreenleaf@impact-dev.com](mailto:sgreenleaf@impact-dev.com).**