

Creating a Coaching Culture



What Do Organizations Want?

- Buy-in from employees
- Increased productivity, morale & profit
- More success at new ventures
- Greater employee retention
- Solution-focused organization
- Greater focus on priorities

What is happening in most organizations? Human condition gravitates toward negativity and comfort zone. Employees are feeling loss of security (fear!) and *uncertainty* of the economy thus organizations are experiencing a stressed workforce. A Gallup study of 2009 concluded that **71% of employees are partially or fully disengaged!**

Let's look at how coaching may be the answer!

Coaching is a partnership designed to support willing individuals to: achieve goals, produce results, enhance performance, and increase accountability moving coach & coachee forward to greater job satisfaction and success.

What is a coaching culture? An organizational setting where individuals practice coaching to facilitate the development and performance of others as a key aspect of performing their job creating an engaged workforce.

What are the Benefits of Coaching?

For Individuals:¹

- 62.4% Smarter goal setting
- 60.5% Improved work / life balance
- 57.1% Lower stress levels
- 52.4% More self-confidence
- 43.3% Improved quality of life
- 33.3% Improved health & fitness

Executives reported improved: ²

- Working relationships with direct reports (reported by 77% of executives)
- Teamwork (67%)
- Working relationships with peers (63%)
- Working relationships with supervisors (71%)
- Job satisfaction (61%)
- Working relationships with clients (37%)

For the Organization:

- **A return of \$6 for every dollar** spent on coaching!³
- Increases productivity by 86%, as opposed to a 22% increase with training alone ⁴
- Increase profit margin by an average of 46% * ⁵
- Productivity increased (reported by 53% of executives)
- Organizational strength (48% of executives), Retaining executives (32%), Cost reductions (23%) ²

What are the Keys for Creating a Coaching Culture?

First Key: Assessing the Organization

- Inquiry
- Organizational pain & desires
- Vision, mission & core values
- Different for every organization
- Understanding of coaching & the benefits
- Coaching cultures adopt a singular methodology so the culture has an easily recognized, commonly understood approach

Second Key: Strategic Approach

- Starts with "the" champion/s
- Alignment: vision, mission & values
- Outline process in creating a coaching culture
- An executive coach often works with the top team
- Sponsor agreement & budget
- Assessing (culture survey, environmental scan, etc.)

Third Key: Communication & Community

- Coaching flows in all directions
- Unity & team spirit
- Integrated network of relationships
- Leadership at all levels
- Individuals value feedback & seek feedback
- Conflict is openly embraced

Fourth Key: Measurement of Coaching Effectiveness

- Measurement systems in place
- People: turnover costs, value of retention, moral, 360 Feedback
- Business Results: goal achievement, increased revenue, customer retention/acquisition, speed of delivery
- Collect pre and post data
- Isolate effects of the coaching culture
- Determine ROI

First Steps

- Champion/s (internal)
- Steering committee
- Key stakeholder advocate & a sponsor
- Determine & support process
- Evaluate a consistent approach to develop and train all leaders/managers in the organization
- Benchmarks for follow through
- Culture survey to indicate current measurements
- Determine specific pre & post measurements

Further statistics reveals that “**42% of businesses don't use a business coach and are at risk of being left behind, regardless of how proficient they are in running a business.**”⁵

Sources: 1: International Coach Federation survey; 2: Metrix Global study; 3: Manchester, Inc. study; 4: American Society of Training & Development; 5: Niche Power Group

Solutions:

Continue the dialogue with us! Join us for our new monthly telecall **Transforming Leaders through The Coach Approach** on May 6th from 12:30 to 1:30PM EST. **Cost: \$0** Call or email us for the conference bridge.

The Registered Corporate Coach™ (RCC) program is for **HR, OD, training professionals, and internal coaches and consultants**, who want to coach executives, managers and team members in an organization setting. It is a streamlined program for people who have significant life experience working in or with business or performance issues. You will **earn the Registered Corporate Coach designation** through the Worldwide Association of Business Coaches (www.wabccoaches.com). Discount: 15% (register by 6/1/2010)

The Leaders Coaching Leaders program is one of the most effective ways of accessing greater consistent training **for leaders/managers**. It is based on Emotional Intelligence, which provides the awareness and effectiveness for leaders to develop outstanding coaching abilities. This program is about creating the capacity for appreciative and supportive interaction that leads to the achievement of business results. **Earn the designation of Certified Leadership Coach** through IMPACT Training & Development. You may become a facilitator for this program. Discount: 15% (register by 6/1/10)

Our coaching programs are designed to give you the confidence to become a transformational leader and coach! Both programs provide follow-up coaching and support as you complete the designation process.

Which program interests you? What questions do you have? We'll help you evaluate what best meet your needs.



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