



What's the goal of a coaching culture?

Empowering staff to close the rhetoric/reality gap by using coaching to lead, manage, influence, collaborate, and communicate.

What will you see in a coaching culture?

In addition to staff participating in formal coaching, you will see:

- ★ More listening, less talking
- ★ More inquiring, less advising
- ★ More focusing others on taking SMART actions, less letting others pursue undefined actions
- ★ More encouraging, less criticizing
- ★ More empowering others to solve their problems, less solving others' problems

What benefits does a coaching culture provide for you?

- ★ More collaboration, less conflict
- ★ More results, less activity
- ★ More staff being supported, encouraged, and held accountable to achieve goals; less staff just being assigned goals
- ★ More focus on the mission, less focus on other good things
- ★ More smart work, less hard work
- ★ More pursuit of defined excellence, less pursuit of undefined excellence

What problems can a coaching culture help you address?

- ★ Low morale
- ★ Miscommunication
- ★ Fear of change
- ★ Underperformance
- ★ Staff attrition

What factors encourage a coaching culture to start growing?

Leaders and managers supporting a coaching culture by:

- ★ Getting formal coaching
- ★ Getting basic coach training
- ★ Coaching staff members
- ★ Using coaching throughout each day
- ★ Talking about how coaching has helped them and the organization

Staff:

- ★ Getting trained on how to benefit from coaching
- ★ Getting formal coaching