



Strategies for Implementing a Coaching Culture

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Introductions



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Agenda

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- 01 What is Coaching?
- 02 Elements to Support a Coaching Culture
- 03 Strategies to Create a Coaching Culture
- 04 Q&A

In the chat...

How comfortable is your organization with coaching today?



01

What is Coaching?



But first, what coaching is **not**

Mentoring



“Here’s what I did to succeed.”

Consulting



“I’ve looked at it from all the angles and here’s my expert recommendation.”

Therapy



“What needs healing?”

Coaching is also **not**...

Giving advice



“You should X, Y, then Z.”

Leading questions



“Do you think your presentation needs more humor?”

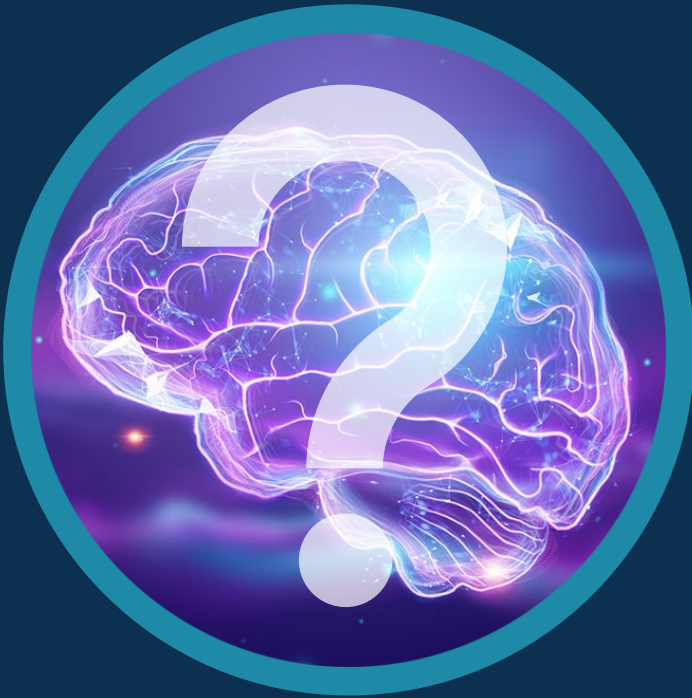
About “fixing” someone



“I don’t know what to do with them. Maybe coaching will help.”

So then, what is a coaching culture?

Empowering questions



Curiosity



Active listening skills



A productive coaching culture...

Has a *lot* of benefits

Has a coaching mindset and coaching practices integrated throughout an organization

Is a place where all, regardless of level, are empowered to learn and grow and develop to their fullest potential

Is risky!

02

Elements to Support a Coaching Culture



What elements are required to create and support a productive coaching culture?



03

Strategies to Create a Coaching Culture



Implementing a productive coaching culture

Strategies and Ideas

Make it **SAFE**

- Clarify what it is and isn't
- Get senior leaders directly involved
- Empower all leaders
- Reward it
- Model it

Make it **VISIBLE**

- Integrate it into regular communications
- Showcase how you are using it with customers

Make it **EASY**

- Allow key stakeholders to experience it
- Open a meeting with an open-ended question
- Provide leaders with follow-up Qs
- Define coaching at your org
- Choose a simple process, a common language, and upskilling opportunities

Q&A





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