



YOUR PLAYBOOK TO A COACHING CULTURE

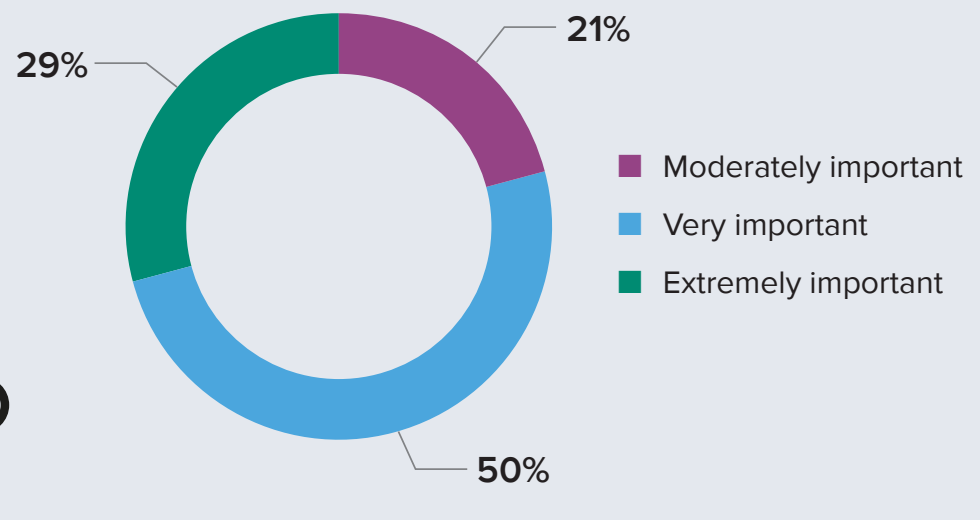


You want to combat a lack of performance and engagement. So what should you do?

Have you thought of establishing a coaching culture? By partnering with your team in a thought provoking and creative process, you can inspire them to maximize their personal and professional potential.

If you do this right, it can have a significant impact.

How important is coaching and mentoring in your organization's success right now?



Source: 2022 HCI Member Survey with nearly 1,000 respondents.

Why do we want a strong coaching culture?

- ✓ Increased engagement
- ✓ Faster onboarding
- ✓ Faster leadership development
- ✓ Increased emotional intelligence in employees
- ✓ Improved team functioning
- ✓ Increased commitment
- ✓ Increased job satisfaction



Top 10 Barriers to Using Coaching Skills in Your Organization



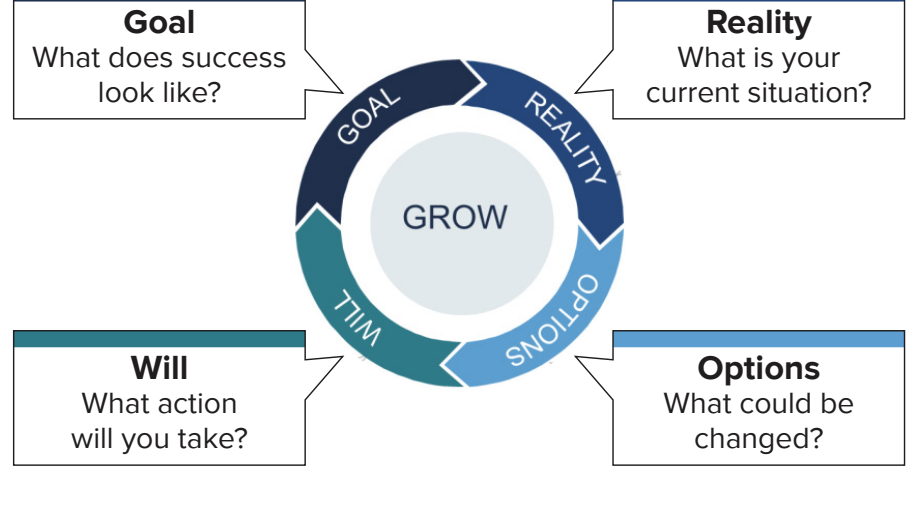
What's the Play?

Use the Three D's of Coaching—Define, Design, and Develop



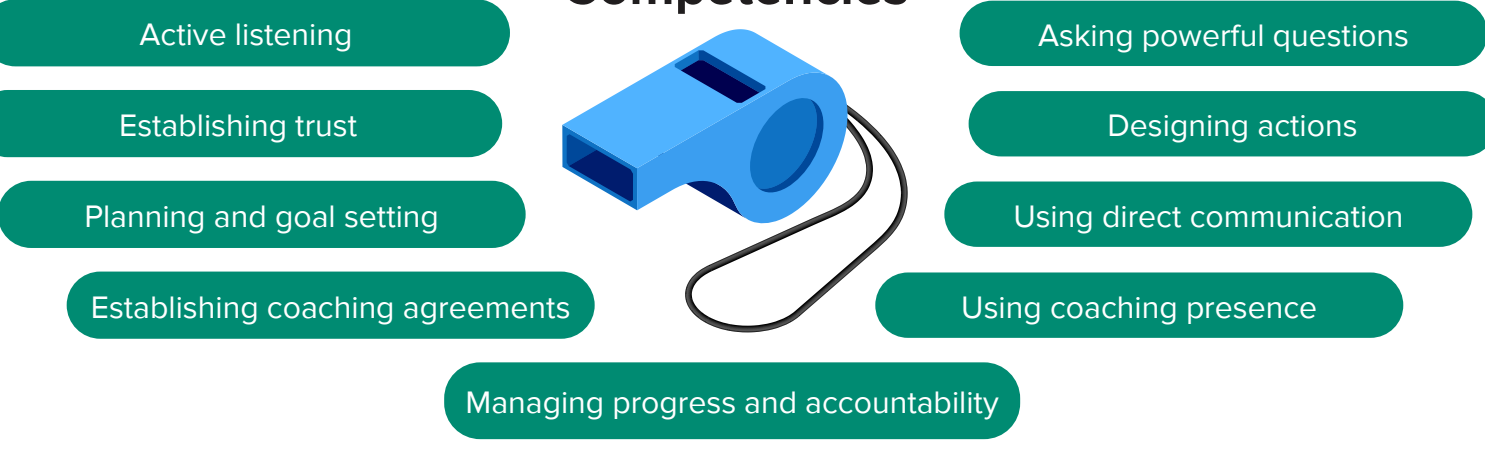
1 DEFINE What is a Culture of Coaching?

- Examine what successful coaching looks like in your org
- Explore the values and benefits of a strong coaching culture and the impact of a growth mindset
- Show managers how to use coaching skills using coaching conversation models



2 DESIGN What Coaching Infrastructure Is Right for Your Organization?

- Assess coaching in your organization
- Train managers/leaders using coaching skills and competencies
- Design a coaching-centered enterprise with the right coaching approach

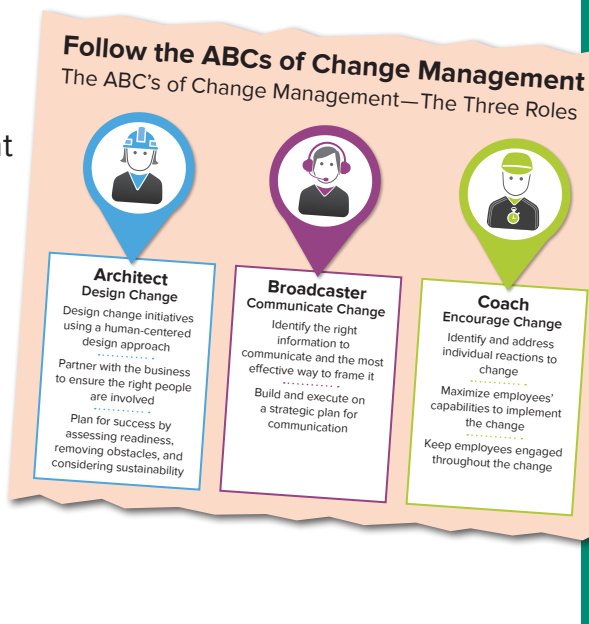


3 DEVELOP How Do You Implement a Coaching Culture?

- Review the challenges and barriers to a culture change
- Make your coaching culture project plan
- Drive adoption by applying the ABC's of Change Management

Coaching Culture Talk Track

Current State	What is happening in our organization?
Value/Outcomes	What are the business drivers and desired outcomes?
Future State	What does a coaching-centred culture look like?
Approach	How will it get done and who will do it?
Risks	What are they and how will we mitigate them?
Questions	How will we communicate with stakeholders?
Next Steps	How do we move the initiative forward?



Ready to Map Out Your Play to Share with Your Team?

Use our Value Proposition template to share with data-driven stakeholders.

Value Proposition

Why should XYZ Inc. create a coaching culture?

- **Current situation**
Describe your current situation.
- **Complications**
Describe the challenges this situation is causing your organization.
- **Solution**
Summarize your recommendations using persuasive language.
- **Impact**
List clear and concise outcomes.

Drive Engagement and Performance by Creating a Coaching Culture Throughout Your Organization

Coaching for Engagement & Performance

CERTIFICATION PROGRAM

hci.org/CEP

