



Why Adopting a Coaching Culture could give you Competitive Advantage...

Coaching's greatest impact is increasing a team's effectiveness and job performance. And managers equipped with coaching skills are critical to building a culture of **performance and continuous improvement**. A Coaching Culture is the fastest and most effective way to ingrain company values, increase employee engagement and productivity, build authentic relationships, and retain top talent.

A recent study conducted by Bersin & Associates demonstrates that equipping your managers with Coaching skills **can yield a 130% increase in business performance**.

"Adopting a coach approach with my team has created a vibrant and engaged culture. It has fostered meaningful relationships across all working groups. Today, the engagement and productivity of our company have exceeded all of my expectations!"

The Proven Approach

The Bersin & Associates study also found that manager-based coaching within an organization plays a key role in leadership development and employee retention, which is essential for maintaining a competitive edge in today's ever-changing business landscape.

In general, there are three approaches to business coaching that companies can utilise:

- Outsourcing, which entails hiring external coaches to train your workforce.
- Insourcing, which is the hiring of master trainers to coach your executives and managers in Coaching skills.
- And, the "Coach-Approach," which is a blend of outsourcing and insourcing, delivering the best overall results statistically.

How Do Coaching Skills Make Managers More Effective?

The simplest explanation is that coaching unlocks an individual's potential to perform. Your employees will achieve a level of personal performance that would have been otherwise unattainable.

The Coach-Approach teaches employees to find innovative solutions on their own, or in teams, and focuses on learning instead of teaching. This is significantly different from the conventional approach where consultants, mentors, and managers focus on training, direction, and performance reviews. **The Coach-Approach creates a learning culture**, thereby increasing employee engagement, reducing employee turnover, and boosting morale and productivity.

In 2014, \$165 billion was spent on company training programs in the U.S. According to Jane Creswell, CEO, INTERNAL IMPACT and founder of the IBM Coaching Network, some programs were a far superior investment: *"The retention and learning after training is between 20-40%. With a coaching culture that reinforces the training and application we have seen retention increase to between 60-80%."*

Additional Benefits of Managers with Coaching Skills:

- Coaching establishes deeply personal connections, which are instrumental to employee engagement and retention
- Coaching helps employees rally behind a company's vision, mission, and core values
- Coaching accelerates an employee's leadership development
- Coaching helps foster vulnerability, trust, and influence, which are critical for the best ideas to surface

In Conclusion:

Equipping your executives and managers with coaching skills will take your entire company to the next level. Creating a coaching culture will become one of the keys for developing and retaining top talent, which directly translates into a competitive advantage in the global marketplace.

Diane Southwick is a qualified Coach (Henley Business School) and Member Association for Coaching UK. She is particularly experienced in Coaching for performance improvement, career coaching, transition and leadership and has a wide knowledge of organisational change. Call Diane for an initial discussion for individual and team coaching sessions.

+44 (0) 1675 464060 <mailto:diane@dsaexecutive.com>

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