Creating a Coaching Culture: Leaders Unite

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It’s not about the intelligence revolution, but rather about helping our organizations create intelligent leaders
A Roadmap for Our Time Together

1. Define a coaching culture and its alignment to an organization’s strategic priorities
2. Determine the factors that inhibit a leader’s ability to coach effectively
3. Examine key elements to effectively get your leaders out of the weeds, elevating their own work and developing talent
4. Use a simple eight-step methodology to gain momentum and adoption of a coaching culture
Our Starting Point – What is Coaching?

- Equipping employees with the necessary tools, knowledge and opportunities they need to develop themselves to become more successful
Defining a Coaching Culture and Alignment to Strategic Priorities
What is a Coaching Culture?
Defining a Coaching Culture

• Creating an environment where employees are supported in their journey of self-discovery, challenged to achieve remarkable results and advocated in their desire for skill and competency development
Coaching Culture Aligning to Strategic Priorities

Well set up if your organization’s strategic priorities are:

- Customer / Client excellence
- Talent development / Right talent
- Culture transformation
- Performance and results
Coaching Culture Aligning to Strategic Priorities

Report on “Creating a Coaching Culture” (2011) asserts that the purpose of a coaching culture is to achieve high performance.

Source: The Institute of Leadership and Management
So How Do We Know?

• Open, multi-way communications flow up, down and across the organization
• Focus on development is just the way you do things
• Active environment where feedback is the norm
• Collaboration across the entire organization
Why Bother?

• Higher employee engagement
• Greater revenue growth
• Radical improvement of results
• War for talent

Source: Human Capital Institute and International Coach Federation, 2014
Factors Inhibiting Leaders from Coaching Effectively
Why Aren’t Your Leaders Coaching?
Factors Inhibiting Leaders from Coaching Effectively

• Not seen as a priority for the organization

• Don’t really understand how to do it, when to do it, and what to say

• Worry that it may take too much time
Key Elements to Get Leaders Out of the Weeds and Developing Themselves and Talent
Getting Leaders Out of the Weeds

• Upskill and make it a part of the way you do business
• Get their head out of the trees and looking above the tree tops
• Ask more “what” and “how” questions
• Listen, encourage, influence and challenge
• Get them into a routine and partner
• Hold them accountable for their own development and development of others
• Implement two-to-five minute coaching sessions
Eight-Step Methodology to Gain Momentum and Adopt a Coaching Culture
Eight-Step Methodology

1. Gain Executive buy-in
2. Analyze results
3. Determine strategic goals
4. Create focus groups of employees
5. Design strategic initiatives / action plan
6. Build coaching capabilities in People Leaders
7. Evaluate progress to measures results and alter approach
8. Design and administer a Coaching Culture Readiness Assessment
Contact Information

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