



Don't tell me what to do!

Everyone loves being told what to do, right? Wrong. Sure, there are times where direction and instruction are absolutely the most effective approach - when time is of the essence, for example, or when we are learning a new standard or procedure. However when it comes to our development, our performance and our behaviours, we rarely respond positively when we are told what to do. Think about the last time someone told you to calm down, how helpful was that?

When we identify for ourselves that there are things we could be doing differently, new approaches that we could be trying, alternative ways of thinking, we are far more likely to explore those than if we are told to do them. Coming up with our own ideas and potential solutions to problems means that we are more invested in them and inherently want them to succeed.

As people leaders, the more our people identify areas for improvement themselves, and map out their course of action to achieve this, the more likely we will see an uplift in performance, morale and engagement across our teams.

Why coaching works

What exactly is coaching?

Coaching is essentially a conversation with a purpose. By taking a non-directive approach to our interactions with others - asking questions, enquiring and exploring - we bring about an environment where people are free to consider how best they can achieve their goals, and be empowered to do just that.

Start with the outcome in mind

Spending time at the very beginning, getting clear on the outcome(s) you are aiming to achieve is time well spent. When the outcome is created, defined and understood by both parties a sense of having a common goal is shared among the individual and their coach.

A common complaint of knowledge workers is that they are not trusted to do their job. "Ask me to do something but don't then tell me how to do it". With an agreed outcome up front, the individual is empowered to set about their own path for success.

Secret of success

Culture is crucial. For the effects of coaching to truly impact your people, your customers and your organisation performance, there must be a backdrop of trust. Trust that your people are capable of working out their own solutions (they are), trust that your leaders can further develop their coaching skills (they can) and trust that when things go off plan, people will learn, recover and re-set (they will).

Empowers. Enables. Engages.

Coaching empowers people and builds confidence. It helps them to understand that they have within them, everything they need to achieve whatever they wish. It enables them to be resourceful, accountable and focussed on the things that will make the biggest difference to what's important to them. And it engages people with their goals, with their performance and with their purpose.

What's not to like?

