Coaching within an Organization: A Coaches Assessment

Agenda
- Framing
  - Elevator Speech
  - Approach to Completing the Project / Method
- Literature Review
- Major Themes Identified
- Conclusions
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Framing:

- **Topic:** I am trying to learn about what attributes need to exist within an organization for coaching to be successful, or what “red lights” to look for to determine if coaching will derail.

- **Question:** Because I want to better understand what coaches should look for and identify to ensure coaching is an appropriate tool and/or intervention within an organization.

- **Significance:** In order to effectively launch a coaching practice, I need to understand the types of organizations I can work within that will allow me to adhere to the CCCP coaching principles.

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**Literature Review**

- Academic Institutions
- Professional Associations
- The World-Wide Web (Google Scholar)
- Professional Colleagues
  - Talent management professionals
  - External coaches
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- Major Themes Identified:
  - Culture
  - Business Context
  - Human Resources Context
  - Prior Organizational Experience
  - Knowledge of and understanding of coaching

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- Culture:
  - Trust and values
  - Learning, change and growth
  - Teamwork and collaboration
  - Balance between performance and employee investment
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- **Business Context:**
  - Long-term vision
  - Strategic plan
  - Cascading process

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- **Human Resources Context:**
  - Human Resources as a strategic driver
    - Human Resources Strategy aligned and supporting of the business strategy
    - CEO and financial support
  - Employer of Choice
  - Best Practices
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- Prior Organizational Experience:
  - “Tone from the Top”
  - Senior executive involvement
  - Remedial or Developmental

- Knowledge of and Understanding of Coaching:
  - Who participates
  - “Coaching Management”
  - Coach Integration
  - Coach Profiles/Credentials
  - Coach sources
  - Methodology
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- Conclusions:
  - Deeper knowledge of the client
  - Correlation to:
    - 4 Guiding Principles
    - Core Competencies
    - Coaching Process