

Coaching within an Organization: A Coaches Assessment

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■ 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:

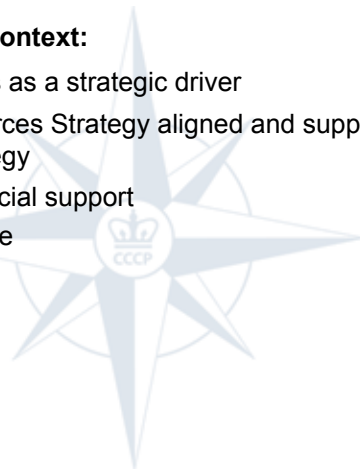
- Long-term vision
- Strategic plan
- Cascading process



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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:

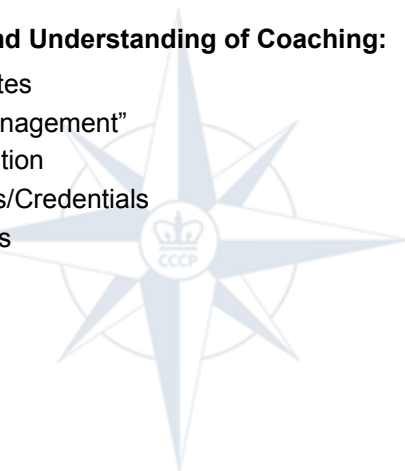
- “Tone from the Top”
- Senior executive involvement
- Remedial or Developmental



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■ 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