

**Top 10 Essentials when implementing a productive corporate coaching culture.**

Attempting to introduce a coaching culture into any organization can be frustrating and exhausting. These tips can help pave the way.

1. **Ensure you have fully studied the commercial impact** of having a coaching culture. Selling the concept to senior management can be tough.
2. **Identify the key stakeholders** and make sure that they buy-in to the fact that a coaching culture makes economic sense for the organization
3. Encourage the CEO and key stakeholders to **"walk their talk"** and make public their support of the coaching culture.
4. **Don't try to implement the program for change overnight** and for everyone. Identify pilot groups.
5. **Identify key roles/individuals** who will ensure effective implementation. Such roles tend to be coaching roles, often known as "change agents"
6. **Train the "coaches"** in coaching before letting them loose! If you identify particular staff from within the organization to take on these coach or "change agent" roles. Ensure you recruit well and train them.
7. **Communicate the progress** of the pilot. It is vital.
8. **Link the changes in behavior/culture** to any increases in productivity and/or employee morale.
9. **Keep training the "coaches"**. Their development should be ongoing and not a one - off.
10. **Give this project time.** Plan this program over years and not months. Stick with it, manage your stakeholders, continually support your key staff, and link all initiatives to results then watch future employee morale soar and profits follow!

Submitted (exerpt) by Allan Mackintosh, Author of The Coaching Manager - A Manager's Guide to Coaching Effectively see expanded version under links at GrowingCoaches.com

**A Note From Our Coach**



While the world waits on edge, can you imagine being in the shoes of George W. Bush ? Regardless of your view, one must agree that, he is in an excruciatingly difficult position. Politically many say he is in a "no win" zone. So it is with managers/leaders everywhere. Decisions can not please all the people all the time. One must, however, live with the outcomes. In your career what is the toughest decision you had to make and what did you learn in the process ?

*-Chuck A. Reynolds is Chief Performance Officer at Excel Group Development*

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