

# COACHING EFFECTIVENESS

Coaching Effectiveness helps organisations to maximize the value of their coaching by discovering the answers to these essential questions:

- How are other companies using coaching?
- Is individual or team coaching most appropriate to your situation, and for whom?
- Is your investment resulting in new, embedded behaviours?
- Can you find or develop better quality coaches?
- Is coaching supporting your business objectives?
- Are you getting the best value from your coaching spend?

By following the three steps below, Coaching Effectiveness makes a tangible and lasting difference to organisational performance. These steps can be taken individually or combined, depending on organisational need.

## **Step 1: Evaluation**

*“why reinvent the wheel, start by learning from best practice”*

Using The Performance Coach’s unique diagnostic tool we assess how coaching is being used in your organisation and compare the results against industry best practice. You will receive immediate online feedback about how to improve your organisation’s coaching effectiveness, followed by more detailed 1:1 feedback and evaluation. Please see overleaf for a full description of our diagnostic tool.

## **Step 2: Optimisation**

*“employ coaching to support superior and sustainable results”*

Gain a set of recommendations that are carefully tailored to maximise the value of coaching in your organisation. Following a series of interviews, our expert coaching consultants will deliver an in-depth report that identifies both quick wins and longer term gains. Recommendations will help align coaching with your business objectives, your organisational culture and the learning and development portfolio.

## **Step 3: Implementation**

*“use quick wins to gain momentum and buy-in”*

Our coaching consultants will help you develop a realistic action plan to implement your coaching recommendations. This will include appropriate timescales, responsibilities, targets and milestones. Where appropriate The Performance Coach can help with some aspects of the implementation (for example training coaches or implementing supervision) or else help you identify appropriate suppliers. Plans seek to use quick gains to build the momentum needed to make deeply embedded and sustainable change.

## COACHING DIAGNOSTIC

The Performance Coach has developed a unique diagnostic tool that can compare your current coaching approach against industry best practise. This system was developed through academic research within organisations to identify the critical success factors for coaching value. Academics then worked alongside top practising coaches to turn their research into an effective diagnostic tool. It is practical, rigorous and effective.

The Coaching Diagnostic primarily identifies and evaluates:

- How your organisation applies individual and team coaching.
- How your organisation supplies coaching (internal, external, line managers).
- The quality of coaching within your organisation.
- Whether your coaching strategy is aligned with your business objectives and organisational culture.
- How well your coaching support systems and processes function.
- Key enablers and blockers for embedding coaching within your organisation.

Undertaking the Coaching Diagnostic is an easy process. Over the course of roughly 30 minutes you will be asked a series of questions about coaching within your organisation. This survey takes place online, and you will be supplied with a personal access code so that you can save your data.

Afterwards you will receive immediate on-line suggestions for improvement of coaching effectiveness in your organisation against the top critical success factors that researchers say impact coaching effectiveness across organisations.

Your on-line results will be followed up in a one-to-one discussion with a coaching consultant. In this session you will receive detailed individual feedback about your organisation's coaching value quality and support systems. In addition, the alignment between your coaching strategy, business strategy and organisational culture is reviewed.

