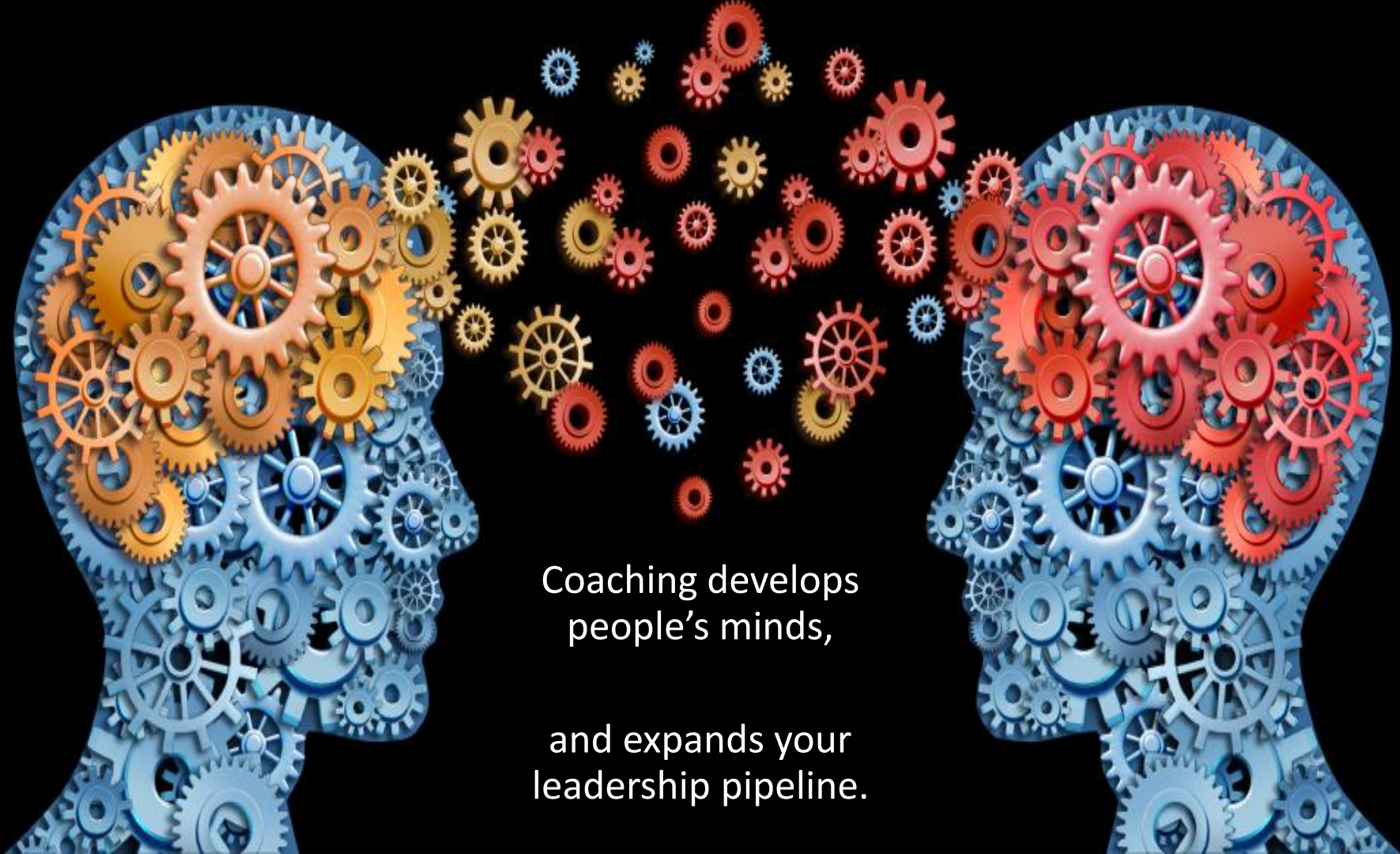



WHY WOULD YOU WANT TO SHIFT YOUR ORGANIZATION TO EMBRACE A COACHING CULTURE? (And How)





Coaching develops
people's minds,
and expands your
leadership pipeline.



How Companies Typically Measure Coaching Return on Investment (ROI) When Using External Coaching (one-on-one and team coaching)

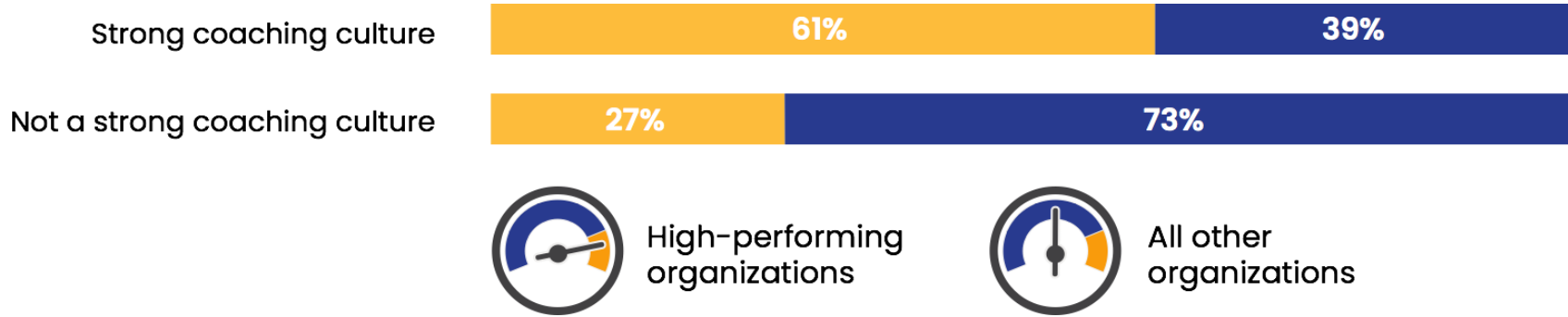
- Improved team/company performance/results
- New products/services - innovation
- Increased employee satisfaction/retention
- Reduced health-related costs
- Increased efficiency

Impressive Returns

Documented ROI of five times the financial investment and, in some cases, even more.

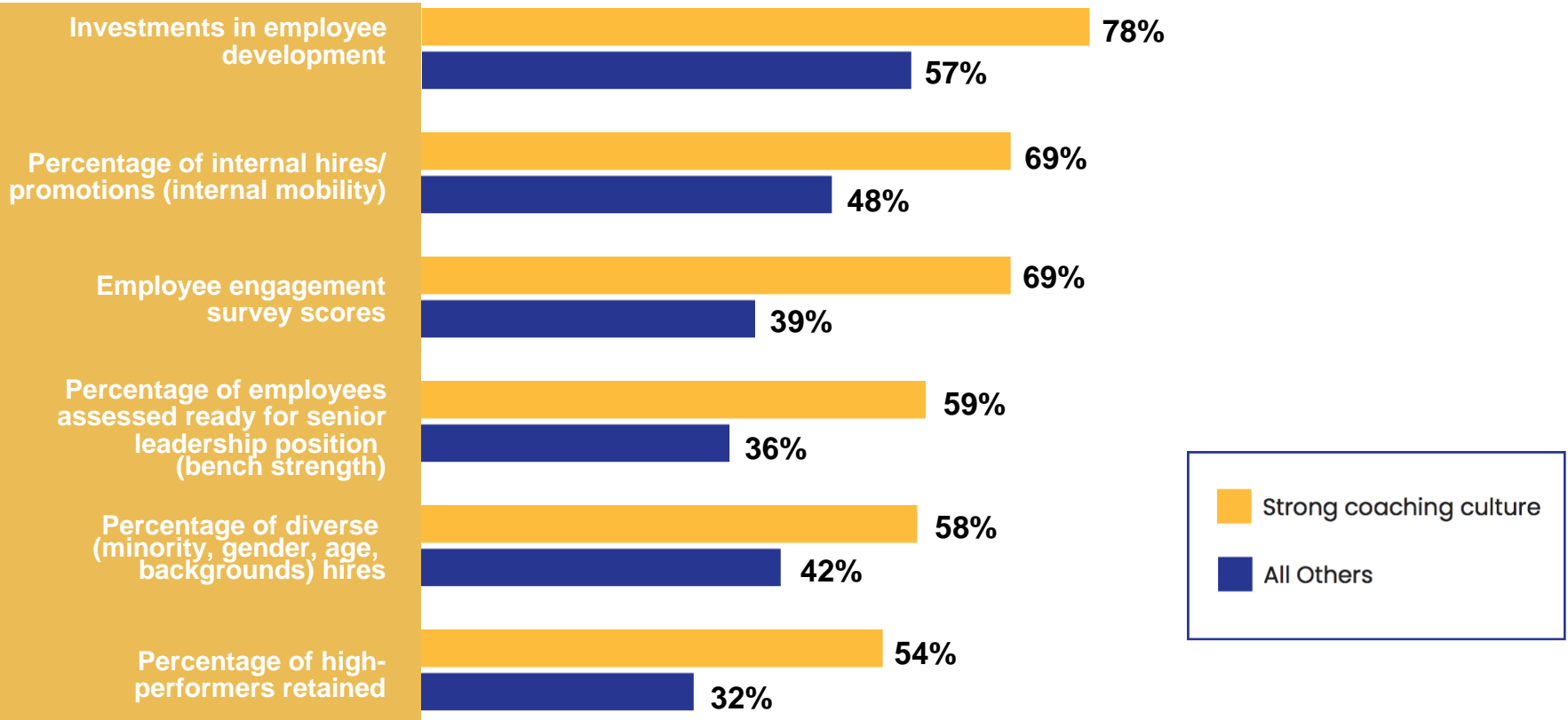


Compare: Coaching culture outcomes

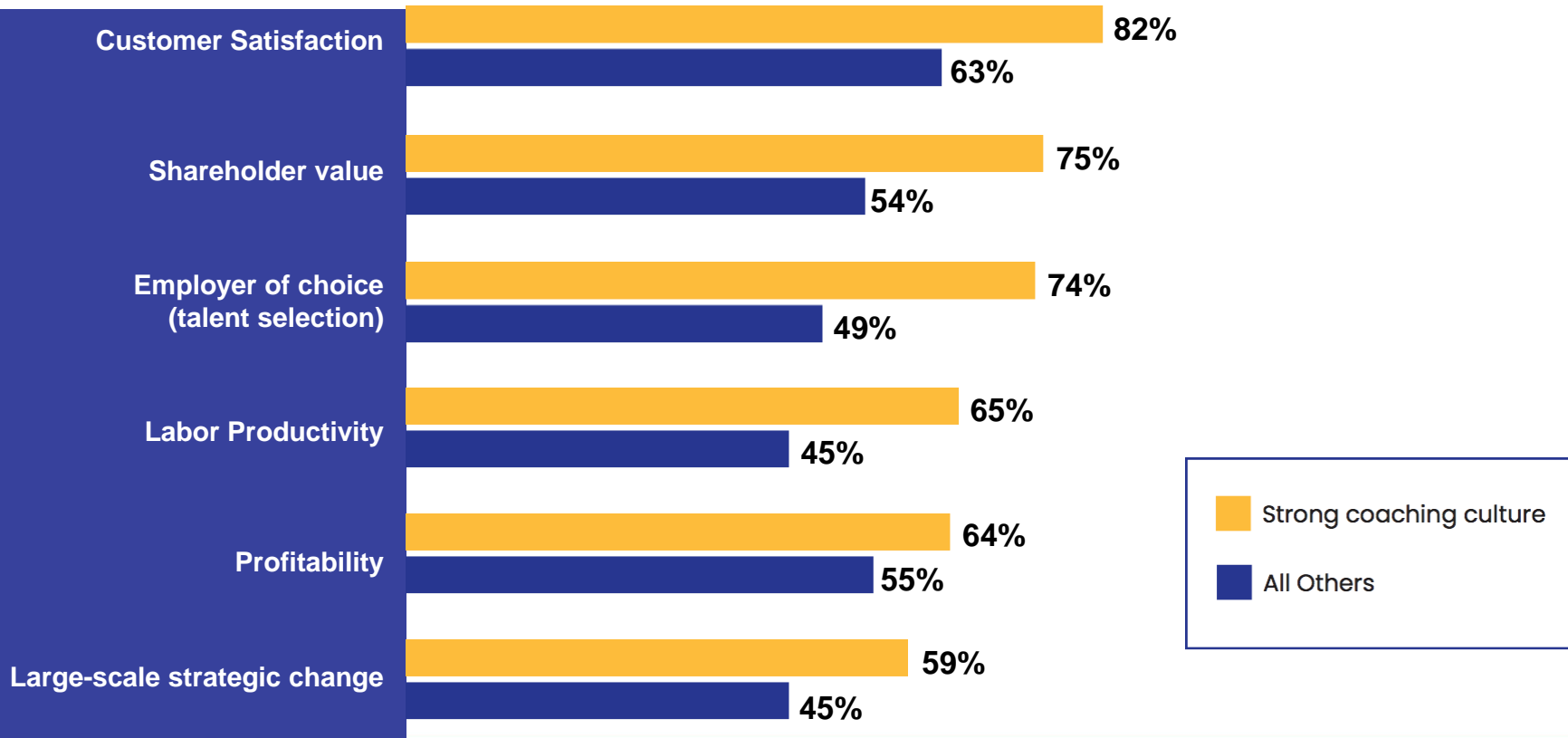


Strong coaching cultures are more than twice as likely to be high-performing organizations.

Coaching Culture Value Comparison: Talent Outcomes



Coaching culture Value Comparison: Business Outcomes



Three Coaching Modalities

When developing a coaching culture, think of it as a 3- legged stool:

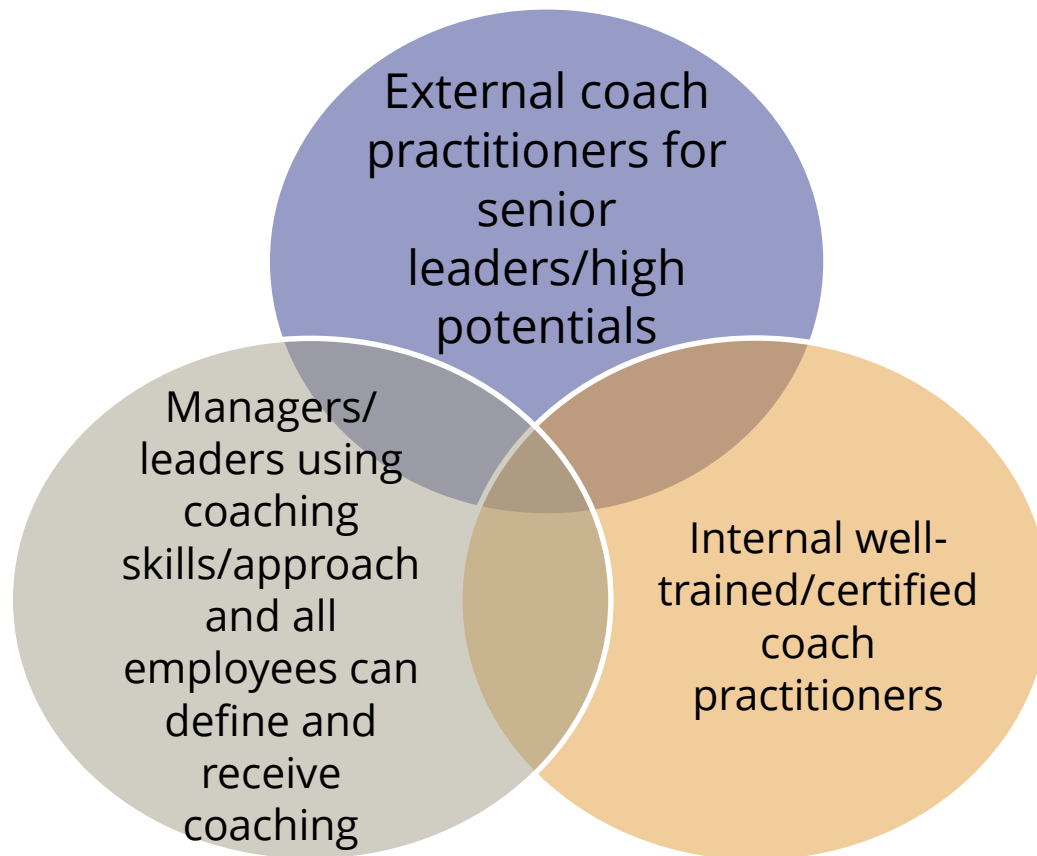
For sustainability and affordability, an organization needs all 3 modalities.

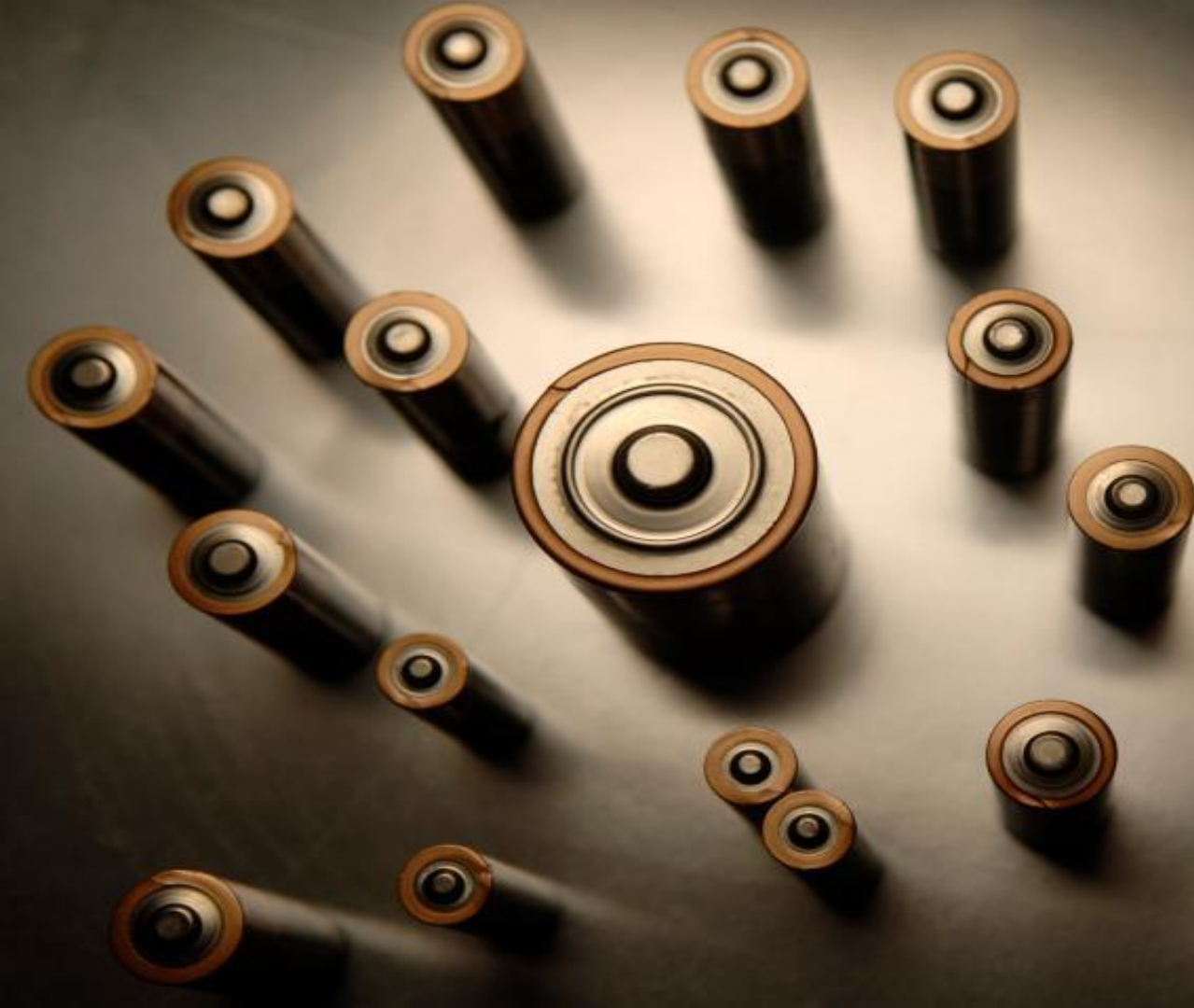
35% of organizations use at least one of the modalities.

92% of strong coaching cultures use all three.



Strong coaching cultures use all 3 modalities





Align with strategic objectives

Find champions & sponsors

Identify measurement processes

Prism Award Companies –

Have certified internal coaches for ongoing support of leadership development.

Develop a clear framework to provide coaching for Senior Leadership using external coaches and internal coordination.

Deliver sufficient training to managers to empower them to coach well. Teach all employees what coaching is about.

Measure results. Regularly share success stories.



How to Sustain a Coaching Culture

All Leaders - Develop their leadership skills

- Coaching Approach to Conversations/Mindset
- Delegation
- Trust and Risk-Taking (reviewing mistakes for learning/future actions without shaming)
- Team Leadership and Collaboration

Contact Marcia Reynolds, MCC
for more information at Marcia@Covisioning.com