

Business Case for Coaching

Every company, business and organization has challenges. Our experience in coaching companies, regardless of size or industry, shows that coaching creates a culture where individual and team performance are enhanced.

Old Model	The Application of CCU's Guiding Principles	Today's Model A Shift to a Coaching Culture
A disconnect between bottom line results and people's needs.	Principle #1 People have something in common. People are drawn together in companies through a compelling mission and shared values.	When people are inspired by a common vision and values they can readily channel their energy into bottom line results.
A command and control culture.	Principle #2 People are inquisitive. Organizations that encourage curiosity accelerate learning and creativity.	When people at all levels in an organization become more self-responsible the need for command and control is replaced with an environment of mutual respect and proactive problem solving.
Lack of personal ownership for business results.	Principle #3 People Contribute. When organizations recognize individual contribution they grow leaders at every level.	A coach approach to performance recognition brings out the best in people and increases their ownership of business results.
No succession planning.	Principle #4 People grow from connection. Collaboration is a conduit for enhancing people's strengths and generating innovative solutions.	When individual strengths are recognized the organization benefits from an ever increasing pool of available talent.
Losing top talent	Principle #5 People seek value. Listening beyond words is the currency of valuing human capital.	Mentor coaching supports top talent to define their own value and deepen their satisfaction in the present situation. This often leads to an expanded role within the organization rather than seeking fulfilment elsewhere.
Conflict between vision, values and actions	Principle #6 People act in their own interest. When self-responsibility is modelled it enhances the quality of interaction with clients and staff.	The antidote to a culture that diminishes people is a change in environment where people are encouraged to align their conduct with the highest level of integrity possible.
Different communication styles and misunderstandings	Principle #7 People live from their perceptions. Successful communication includes the whole person and people accept differences by being fully present in each interaction.	Coaching increases an individual's ability to connect with others beyond perceived differences by listening on many levels.

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Motivation by intimidation	Principle #8 People have a choice. Awareness is expanded by shifting perspective which reveals new choices.	Motivation based on expanding choices leads to more powerful outcomes. Leaders empower others when they take a coach approach.
Blaming when breakdowns occur	Principle #9 People define their own integrity. Integrity in individuals comes from continuous alignment between the organization's mission, vision, and values and their own.	Coaching provides a framework for inquiry, which transforms breakdowns into new opportunities

Is your organization ready for coaching? The Coaching Readiness Indicators include the desire for:

- A system that promotes innovation and accelerates results.
- Increased effectiveness of recruitment, development and retention of valuable organizational members.
- Increased results from present quality improvement programs.
- A more vital corporate culture.
- A performance management system that's applicable throughout the organization and has meaning for organizational members.
- A process to move vision creation and decision making throughout the organization, thus ensuring that organizational vision and goals are shared.
- Improved organizational communication and team effectiveness.
- Shared accountability for the success of the organization

Our clients provide us with feedback regarding measurable results gained from Corporate Coach U's coaches and coaching services.

Some of this feedback has included:

- Bottom line increases.
- Reduced turnover.
- Retention of key staff
- Improved performance of teams and executives whose contributions have increased the effectiveness of their organizations.
- Improved relationships among peers, subordinates, and management.
- Improved communication and focus on customer service.
- Building a foundation for new skills development.
- Creating the basis for planning career advancement.
- Fostering entrepreneurial thinking.
- Facilitating the building of shared vision