

Coaching Culture White Paper

The secret of optimizing a coaching culture is to link it to business imperatives

Making sure that the coaching culture you want to embed is linked to business imperatives is the key to success. The Business alignment model is about the “what?” and the “how?” A Coaching culture begins with the vision and mission and translates this into the “how?” linking it with the “what?”

Which comes First? Strategy or Coaching Culture?

Knowing where you want to go means that you can plan an effective strategy.

So a coaching culture begins with the Vision and mission of the organisation and tells you why coaching is important. It tells you what environment you want to create to achieve your mission and vision. What you do to achieve this is create and implement the strategy.

Ultimately adopting a Coaching Culture Strategy is about Business Change

Change in business, like anywhere, creates risk. But in today's global economy change is happening at a greater rate. The challenges that businesses face today are made even more demanding because of this pace of change.

Coaching is uniquely placed to address these in a positive way. A business with creative, open minded and engaged, can-do, resourceful employees will be better placed than one without.

Why should we develop a coaching culture strategy?

Being clear about what results you want from any change and how you'll know when you're getting those results is the best kept secret of any type of change.

How Do You Create a Coaching Culture Strategy?

If you want to achieve higher business performance, creating a coaching culture strategy that is linked to the vision and strategy of the business is critical. This is the start of creating a strategy to achieve a coaching culture.

Emerge can work with you to create that strategy. Helping you to complete a diagnostic, delivering a workshop to your HR team to align activities the pla

What's the most important thing you need to make it successful?

Like most things in this world, without real leadership most ideas remain just that - ideas. If your business is looking to create real change through coaching then we will work with you to identify a champion and coach them on how to implement a coaching culture.