

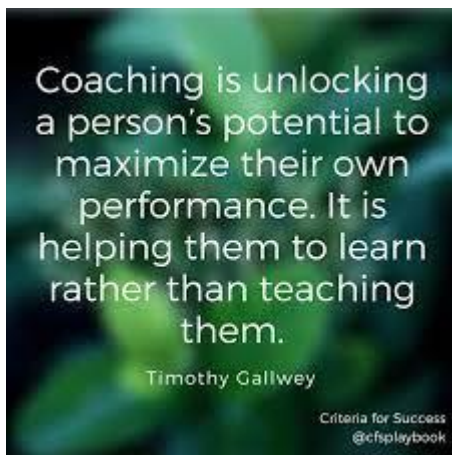
CANI VII– The Importance of Having a Coach

In the journey of Continuous And Never-ending Improvement, every leader needs to have coaches and mentors – and to understand the difference. Great athletes are born, Olympian athletes are coached.

Mentors are generally people who have travelled the road before you and been successful - look around you in your industry and your sport - identify people who inspire you and learn from what they did.

Coaching is different

Coaches are skilled in asking great questions so that others can maximise their own potential. Good coaches believe that generally individuals have the answer to their own challenges but need help to find their way. Working on the premise that everyone has the capacity to develop, coaches should challenge appropriately, expect more, and stretch people out of their comfort zones. Above all coaches should hold their clients accountable for following through on their commitments.



The power to coach effectively is a skill that all leaders should develop and yet some rarely adopt a coaching style, preferring instead to direct their staff.

While there is scope for directive leadership at certain times such as in an emergency or when time is constrained, this is not an effective standard leadership style.

Coaching staff and colleagues to identify their goal, consider options and come up with their own plans helps to foster independence and is much more empowering.

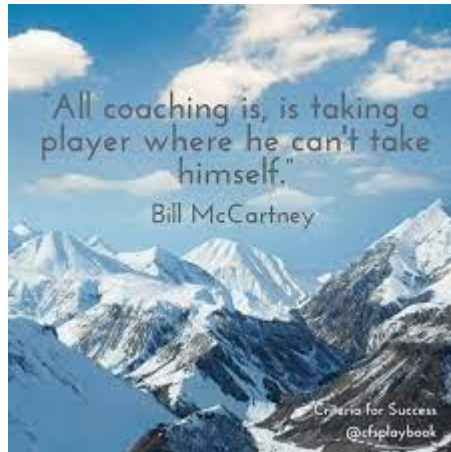
The GROW coaching model taught by the Coaching Academy is simple and easily implemented.

Goal – what is it you want to achieve? And why?

Reality – what is the current situation? What have you tried already?

Options – what options are available? What else?

Will Do – what are you actually going to do? What might be the obstacles? What help do you need?



Coaching is not an expense – it is an investment in yourself and your people. In fact, when motivated leaders follow through on their learning, coaching pays for itself in terms of staff retention, improved culture, and more creative, productive teams.

For more information on my CORE leadership programme visit www.lynnpeyton.com

For one to one and group coaching contact me at lynn@lynnpeyton.com