

Learning Inspirations

LEARNING LINK ARTICLE JUL-SEPT 23

The Transformative Power of Coaching

“Coaching is unlocking people's potential to maximise their own performance. It is helping them to learn rather than teaching them” Sir John Whitmore

A *Harvard Business Review* research concludes that coaching boosts productivity by 44%, while an ICF-commissioned study claims that coaching clients report a median ROI of 788%.

But what exactly is coaching? And what makes it so effective? Before we answer these questions, let's go back to the beginning.

How the term Coaching came to be...

Where did the term coaching come from? The English word coach derives from the Hungarian word *kocsi*, meaning “of Kocs”, the name of a small Hungarian town where horse-drawn carts and carriages were once built. The word became associated with a tutor or trainer because they were seen to guide or carry their student along a path of study.

A different theory suggests that a wealthy family would take their tutor with them as they travelled in their carriage or coach and were thus “coached” in their studies. This is a better reflection of the way a good coach or leader-coach behaves. We sit beside the coachee, not pushing or pulling them towards our own goals but supporting them along their personal journey of purposeful exploration and facilitating the fulfilment of their vision, passions and potential.

Why seek Coaching?

Why do people seek business coaching? Modern research reveals that learning is about repetition and integration: Topics need to be reinforced multiple times before true learning takes place, and learning must be integrated into practical settings or else it is forgotten. Connecting employees with coaches and mentors helps them learn the way modern science calls for in a couple of ways.

Firstly, meeting with a coach or mentor once or twice a month creates the repetition necessary for learning. Employees anticipate their next meeting, so there's positive accountability to apply what they learned in the previous meeting. Likewise, the frequency of meetings helps keep what's learned top of mind.

So what are benefits of coaching? Here are some key benefits to consider.

1. ENHANCING EMPLOYEE DEVELOPMENT AND PERFORMANCE

One of the fundamental benefits of coaching is its ability to provide personalized guidance and support for employees. Unlike generic training programs, coaching tailors its approach to individual needs. Whether it's developing leadership skills, improving communication, or honing technical expertise, coaching allows employees to focus on their specific areas of growth.

Coaching encourages self-reflection and self-awareness, which are essential attributes for employees. It helps individuals recognize their strengths and weaknesses, fostering a culture of continuous self-improvement.

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Furthermore, coaching provides a safe space for employees to discuss their challenges and dilemmas, enabling them to explore different solutions and strategies. This fosters a culture of accountability and empowers employees to take ownership of their decisions and actions. Coaching demonstrates a commitment to employee development and career growth, making employees more likely to stay with the organization.

2. ACCELERATING LEADERSHIP DEVELOPMENT

Coaching plays a pivotal role in grooming leaders who can navigate the intricacies of running a business. It helps leaders develop cross-cultural competencies, adapt to different leadership styles, and build high-performing teams. It also encourages leaders to think creatively, take calculated risks, and challenge the status quo. It provides leaders with the tools to inspire innovation within their teams and across geographies.

By fostering a culture of innovation and creativity, coaching enables businesses to adapt to changing market trends and seize new opportunities. It empowers leaders to identify and nurture emerging talent, fostering a culture of continuous improvement and adaptability.

3. ENHANCED ORGANIZATIONAL AGILITY

Coaching facilitates organizational agility by developing leaders and employees who are adaptable, innovative, and resilient.

Coached individuals are more open to change and better equipped to lead their teams through periods of transition. This agility enables businesses to pivot quickly in response to market shifts and maintain a competitive edge.

Coaching has emerged as a powerful tool for businesses seeking to navigate the complexities of the global business landscape successfully. Coaching will teach you more than the “basics” in performing your job more effectively - coaching partnership creates fertile ground to maximize potential and puts you on the fast track for improving. So, it is well worth the investment.

References

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