

Building a Coaching Culture



Harness the power of coaching to grow leaders' effectiveness

One of the most powerful ways leaders can improve their influence and impact is through developing coaching skills. Adeption's Building a Coaching Culture program is designed to strengthen and expand leaders' coaching capabilities, improving how they coach themselves, their teams, and manage stakeholder relationships and collaboration — increasing their overall leadership effectiveness.

Three levels of coaching:

The program is made up of three core modules:



Coaching Self

Sets the foundation for the program. Leaders explore their existing coaching strengths and key opportunities to grow, as well as **approaches for coaching themselves**.



Coaching High Performing Teams

Explores how a coaching mindset and approach can help leaders **develop individuals through the power of 1 to 1 coaching** to unlock individual performance and build high performing teams.



Coaching Others

Builds on leaders' insights, helping them leverage coaching skills **within wider contexts and in their relationships with others** — inside and outside their organizations.

Growing powerful coaching skills:

Leaders build on their strengths and take action to develop a range of coaching skills, including:

- Being fully present in conversations
- Building trust and rapport
- Active listening
- Showing empathy
- Bringing curiosity without judgement
- Asking open provocative questions
- Exploring alternative perspectives
- Summarizing what's been said
- Visioning and goal setting
- Designing actions and next steps

At a glance



AUDIENCE

Leaders at all levels wanting to develop their coaching capability to unlock potential in themselves and others, build high performing teams, and grow their relationships, influence and impact.



COMMITMENT

- 12 hours of workshops split into full, half or quarter days (in-person / virtual)
- 3 x 60 minute virtual calls
- 6 x 15 minute digital workouts
- Peer coaching and on-the-job actions

WHY THIS IS IMPORTANT

Research shows that investing in building leaders' coaching skills has far-reaching impacts — from improved leadership and business performance, to managing leaders' stress levels, and boosting the levels of engagement and retention in their teams.

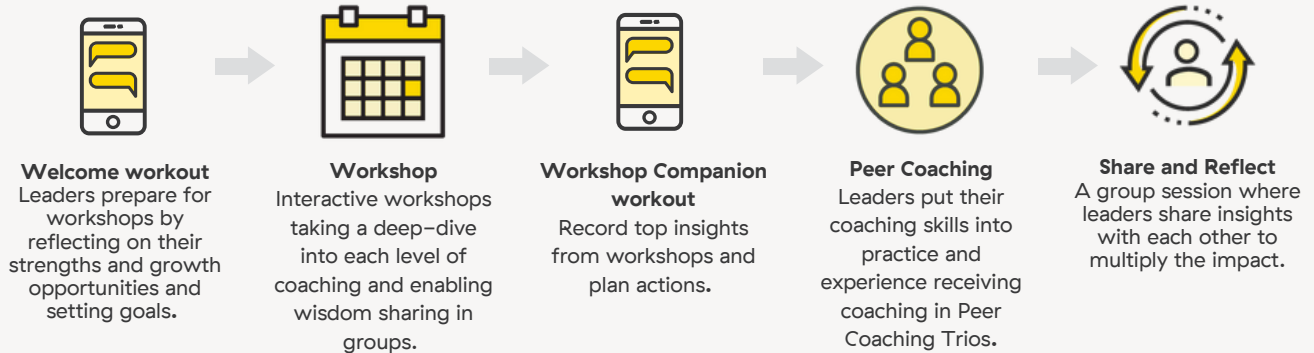
Supporting better communication, mutual understanding, and collaboration, developing a coaching culture can benefit organizations at every level, providing a strong return on investment.

“Maximizing real conversations in business, results were 21% higher among organizations whose senior leaders frequently made an effort to coach”.

‘High Impact Performance Management: Maximizing Performance Coaching, Stacia Garr, 2011, Bersin by Deloitte’.

The Participant Experience – How Does It Work?

Each module (Coaching Self, Coaching High Performing Teams, Coaching Others) includes a workshop, digital workouts, on-the-job action, peer coaching, and a share and reflect session.



Optional inclusions:

- Coaching Skills 360 Assessment for leaders
- Ensure support and involvement from one-up managers through a Manager Briefing Call and Masterclass.

What the program offers

For leaders

- Grounding in core coaching capabilities and how to apply these in how they lead themselves and their teams.
- Freed up capacity by building team members' capabilities.
- A toolkit of strategies to approach a variety of situations and contexts.
- Taking action on insights to accelerate development in the flow of work.

For organizations

- Powerful lift in leadership capacity and effectiveness.
- A learning culture where people ask questions and engage more fully with each other, leading to improved relationships and communication.
- Empowered and engaged employees that contribute to each other, their stakeholders, and ultimately end customers.

“The program adds value at all levels, it gives the team a common language and consistent approach to partnership, creating mutually beneficial business relationships. It enables the team to have tough conversations in a way that’s meaningful and shows that everyone is on the same page working together to benefit [the organization].”

Client in FMCG industry on the impact of Building a Coaching Culture



Connect with us to learn more about how to create a coaching culture in your organization.

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