



# Coaching Made Easy

Simple Steps to Help You Build Trust,  
Retain Talent, and Deliver Stellar Results





# the facts

All managers are coaches. It might not be listed on your LinkedIn profile, but you're a coach. Your organization needs it. Your employees expect it (over 70% of them want more feedback from you.) But when coaching falls short:



Top performers leave



Teams miss results



Development stalls



Employees disengage

You can choose to solve these problems.  
The question is, **how good of a coach do you want to be?**



# mindset over matter

Coaching is more than a skill. It's a mindset. If you want to be a great coach, you have to have the right frame of mind. You may have heard the famous Zig Ziglar quote: "your attitude determines your altitude." At this point, maybe it sounds cliché, but it's true. Your mindset affects your trajectory. Coaching employees is no different. If you're not entirely convinced it will make a difference, you'll get half-measured results at best. If you're afraid of being wrong or that you won't know how to connect, you're going to miss out on a rewarding experience. And if you're so pressed for time that you look for the quick solution instead, your long-term productivity and the organization's goals will suffer.

If you want to change the game and lift your team to peak performance, they need you to be mentally prepared. It will take an adjustment, and there will likely be a reason to quit or procrastinate. But the results are more than worth it.



# distance

Within the past three years, almost every aspect of the employee experience has shifted. There are many benefits to remote work, but there are challenges without question. Blurred backgrounds, glitchy video screens, and occasional pet cameos have replaced face-to-face conversation. The meeting after the meeting isn't what it used to be, and the accidental interactions that led to breakthrough ideas must now be scheduled and more intentional.

# makes the heart grow colder

Some thrive with the newfound autonomy and enjoy the space to think without distraction. Others prefer the camaraderie of in-person office banter and human interaction. No matter where you land on this spectrum, we all need connection at some level.



When people feel connected to each other, their strengths, and their work, they'll gladly go the extra mile to deliver their best results. But today's workplace has left many feeling disconnected, isolated, and alone –short-circuiting productivity and performance. So much has changed, yet the way we lead our employees has largely remained stagnant. We can no longer rely on task-oriented methods to provide direction and results. We need to go beyond directing. Even though organizations are more focused on employee wellbeing, we still see increased burnout, lack of motivation, and shrinking support systems. However, all is not lost. You can step in and be the connection your teams need.





# coaching is a **relationship**

Coaching is more than telling. It's a journey of discovery, and each person is different. There's someone on the other end of you and your management style, and you have to get to know *them* and adapt your style. The best place to start is a one-to-one conversation. Coaching is less about you and your skills as much as it is about understanding the other person first. Get to know them, not just their task list. Ask them about their abilities, strengths, and passions (especially beyond their work.) Ask what energizes them and what they want to be valued for. Then actively listen. Show you care about who they are and that they're not just a means to an end. These conversations are the foundation of trust.

Once you get to know the people you are coaching individually, you can connect growth targets to their intrinsic motivation. Bonus, if you can tap into their strengths simultaneously, they'll be happier, and you'll get their best work by default. Everyone wins.



Our assessment, the SDI 2.0, can help you surface the motivations and strengths of your team, even beyond your one-to-one conversations. But more than anything, let this be your guide: *they won't care how much you know until they know how much you care.*

If you take the time to co-create your relationship with them, both of you benefit.





# conflict averted

Part of coaching is to help people see the gap between their intentions and their impact. We all have strengths that get us good results in our work and relationships. But sometimes, we rely too heavily on a strength that may not work with some people, and our good intentions backfire. We all have blind spots. Part of your job as a coach is to help others see the behaviors that might limit their effectiveness or even create conflict with others. This is impossible without first establishing a coaching relationship. But once you do, the best place to start is by being vulnerable. Share the strengths you tend to overdo and discuss how you've made improvements throughout your career. Then ask about the strengths they need from you and how you can improve the way you interact with them. Ask what their conflict triggers are and share yours as well. This only strengthens your bond, and they'll come to you when there are tensions with others.





Conflict can derail a team. But if you understand it, it doesn't have to define a team. Conflict arises when someone doesn't get what they were expecting or feels their values are being threatened. You can help the people you coach resolve their differences productively if you help them understand what matters most to each other. With some more clarity, they'll be able to reframe their perspective and see positive intent. These coaching moments are crucial. If you take the time to address conflict instead of hoping it goes away, you'll be on the ground floor of building an unstoppable team.





# empowerment is more than a word

Don't just talk about it. Be about it. This new generation in the workforce doesn't want to be directed. They want to grow. They want to develop, and if not, they'll leave. You have to create a safe space for them to learn how to problem-solve without you and not to be afraid of mistakes along the way. Give them wings and let them learn to fly. Empower them and support them through their growth. U.S. Air Force General Lori Robinson (to her Air Force students) said it best: *"There is nothing you can screw up that I can't help you fix."*

Helping people feel safe enough to learn and potentially fail is an investment of time and resources, but the payoff is well worth it. You need to develop thinkers and doers. If all you do is direct and provide answers, you're conditioning your teams to wait around for your instructions. You're stunting their growth AND yours. Be a leader, not the bottleneck. You'll see higher productivity, more engagement, and increased self-confidence if you do.



# coaching outcomes

The Core Strengths approach to coaching is equally about you and how to adapt to the person you're coaching. It's based on the science of Relationship Intelligence (RQ). We help you see what matters to you at your core and the strengths you bring to your work. When coaching others, we help you visualize their strengths, how you relate to each other, your styles of work, and what drives their behavior. If you understand their intent, you'll be able to help them course-correct even when they miss the mark. When people feel seen and heard, it strengthens trust. And when employees know that you value their development, their engagement and performance grow. And at the end of the day, you'll realize that they're not the only ones who are better for it. You will be too.



# coach

with Core Strengths

Coaching can be easy, scalable, and effective when people managers have the right tools.

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