

WHY COACHING WORKS

The key failure of traditional training is that learning is not put into action!

CATEGORY	TRADITIONAL TRAINING	THE COACHING MODEL
FREQUENCY	- Single event training interventions via one-time in-house or outside seminars (once per year)	- Meet regularly, at least monthly, so there is focus and follow through
CONTENT	- "Cookie cutter," "one size fits all" content - Single topic focus	- Coaching sessions focus on client's goals based on their specific needs & can deal with wide range of issues and the whole person. <u>Takes what they already know and puts it into action!</u>
IMPETUS FOR CHANGE	- Change is <u>from the outside in</u> . Instructor puts information into students.	- Change is <u>from the inside out</u> . The person being coached discovers solutions and initiates change. This results in more targeted and permanent change.
TIME COMMITMENT	Days or sometimes weeks away from work	Regular monthly coaching sessions; quick hitting, laser focused, no travel.
SYNERGY	- Instructor/student relationship not as equals and is typically limited to confines of classroom	- Coach is available continually to draw on for support and collaborates with client as equal partners.
GOAL SETTING	- May or may not translate key learning into personal goals	- Client sets & commits to goals <u>they</u> truly want - Goals are more reaching due to support available in the coaching relationship- Coach serves as a checkpoint to assure smart goals are set
TRUTH TELLING	- "Arms length" classroom environment limits candor and specific individual application	- Confidential coach-client relationship opens the door to see, express and deal with the truth in situations - Coach does not pose a threat; is not tied to the political intricacies of the organization.
ACTION/RESULTS !!	- Typically weak follow through mechanism to assure key learning is translated into actions and results	- Coaching contact provides accountability mechanism to assure professional development and sustainable results are delivered.

