




**Opportunities
straight ahead**

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5 Key Coaching Skills For Employee Retention

5 Key Coaching Skills For Employee Retention



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Learning Objectives:


- Describe what coaching is
- Differentiate between coaching and other forms of two-way communication
- Describe 5 key coaching skills
- Describe benefits of coaching
- How to apply coaching inside the organization

Characteristics of Effectiveness

Executive Coach, Acting Coach, Personal Trainer, Career Coach, Athletics Coach:

- What characteristics do they have in common?
- How are they alike or different from a professional coach?


What is Coaching?



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- **Coaching empowers an individual to explore their beliefs, values and wants.**
- **Coaching helps an individual understand and eliminate barriers to more effective performance.**
- **Coaching provides an objective sounding board, a motivation partner, and a strategic partner.**
- **Coaching supports an individual to broaden their perspective and see beyond current circumstances.**
- **The coaching conversation is confidential, client-focused, and forward focused.**
- **The coaching conversation is built on trust, understanding and transparency.**

Coaching Governance



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- International Coach Federation (ICF) –
Premiere coaching organization
- Code of Ethics
- Coaching Agreement


Coaching Comparison

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Coaching Comparison


From Cleveland Consulting Group, Inc.



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Process	Supervision	Mentoring	Consulting	Coaching
Driving Thought	"I know how. Do it my way."	"My experience is..."	"I am an expert. That is what you are paying me to tell you."	"How can I support your learning?"
Public Statement	"Do it this way"	"This is how I would do it"	"This is how to do it." "This is how you should do it."	"What have you tried? How has it served/disserved you? What else is possible?"
Public Action	Required Compliance	Guidance & Advice	Direction, Method, Technique, & Information	Explore, experiment, and learn new ways of working, thinking and being, personally and professionally.


5 Key Coaching Skills



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1. Listen Actively
2. Ask Powerful Questions
3. Assess Client's Personality Style and Learning Style
4. Maintain Focus on the Client
5. Encourage and Acknowledge the Client's Progress and Achievements

5 Key Coaching Skills




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1. Listen Actively

- Quiet environment – no email or phone, privacy, focus
- Recapping what has been said
- Incorporate previous comments to bring perspective

5 Key Coaching Skills




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2. Ask Powerful Questions

- Open-ended questions help to maintain client focus
- Short questions get to the point and minimize confusion
- Examples of questions

5 Key Coaching Skills




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3. Assess Client's Personality Style and Learning Style

- Introvert/Extrovert
- Passive/Aggressive
- Auditory, Visual, Combination of the two

5 Key Coaching Skills




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4. Maintain Focus on the Client

- Being in the moment
- Going where the client wants to go
- Emotional control
- Refrain from providing solutions

5 Key Coaching Skills



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5. Encourage and Acknowledge Client's Progress and Achievements

- Feedback encouraging client
- Acknowledge client's achievements
- Instead of "I'm proud of you." Say "You must be proud of yourself."

Coaching Approaches


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One-on-one
Coaching

Group
Coaching

Face-to-face
or Telephone


Coaching Engagement



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- Confidentiality
- Trust and Rapport
- Agreement

Benefits of Coaching




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What are the benefits of coaching to the employee?

What are the benefits of coaching to the employer?

Benefits of Coaching




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Benefits to the Employee:

- Provides opportunities for exploration
- Opens up possibilities for areas of focus
- Communicates employer's value in employee's satisfaction and contributions
- Helps employee gauge where they are and steps they want to take
- Empowers an employee to be their best

Benefits of Coaching




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Benefits to the Employer:

- Investment in employee development and ultimately impacts the bottom line
- Provides support and communicates employee's value
- Increases employee job satisfaction
- Improves interactions in the workplace
- Retention strategy for maximum results


How to Apply Coaching



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- Be clear about coaching and what it is.
- Determine who will do the coaching – leader, HR, external.
- Educate coaches to ensure they acquire knowledge and skills for effective coaching.
- Communicate coaching purpose and value to employee.

Return on Investment




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“In one study, executive coaching at Booz Allen Hamilton returned \$7.90 for every \$1 the firm spent on coaching.”

-- MetrixGlobal LLC

Return on Investment




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“According to a study of senior level executives at Fortune 1000 companies who received developmental coaching, the average return from the programs was nearly 5.7% times the initial investment.”

-- The Manchester Review

Coaching Quote



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“Coaching is an action-oriented partnership that, unlike psychotherapy which delves into patterns of the past, concentrates on where you are today and how you can reach your goals.”

~ Time

Thank you!

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