

Pressurevalve Coaching

What is coaching and why do so many organisations invest in it?



We all have goals we want to reach; challenges we're striving to overcome and times when we feel stuck. This is why ever-growing numbers of organisations cite one-to-one coaching as an integral part of their employee development strategy. Despite this popularity, many organisations are yet to tap into the power of coaching because they aren't 100% clear on exactly what coaching is, or its key benefits.

So read on if you've ever wondered –

- **What is coaching?**
- **Why do team members need a coach when they have a line manager?**
- **Why do organisations choose coaching over training?**
- **What are common results from coaching?**
- **What types of goals can coaching assist with?**
- **How long does it take to see the impact of coaching?**

What is coaching?

Coaching is defined as partnering with clients in a thought-provoking and creative process that inspires them to maximise their personal and professional potential.

International Coach Federation, (ICF)

Coaching involves a coach and client (also known as a 'coachee') in a programme of conversation and exploration. During these conversations, the Coach provides the structure and space for reflection, which is vital for learning and growth.

After working with a client to clarify their goal, the coach will ask questions, provide observations, reflect back and provide tools to assist their client in finding their own, authentic way to achieve their goal.

Coaches don't tell their clients what to do; they use their coaching expertise to assist clients in formulating their own roadmap to success.

Why do team members need a coach when they have a line manager?

However great a leader you are, however supportive your organisation is, your team members will always have challenges and personal development areas that they don't tell you about.

Plus, many managers haven't developed coaching skills and why would they if they've been expected to have all the answers, rather than coaching their teams to find solutions themselves? Even managers with coaching skills don't have unlimited time to spend coaching their employees, this results in only taking time out to address aspects of exceptionally good or exceptionally poor performance.

This is where external coaches are invaluable, providing independent, confidential expertise and capacity to support team members to thrive.

Why do organisations choose coaching over training?

The short answer is that you train for skills, you coach for change.

Here's the longer answer.

Training is incredibly valuable for the acquisition of technical skills, and orgs should always have training as part of the development mix, but for behavioural change and mindset shifts you need coaching.

Training assumes that humans are rational, but we aren't. We often know what we should do, but that doesn't mean we do it. For real change we need to understand our human idiosyncrasies and what is driving them, without this we keep repeating the same old patterns.

In addition, however great a piece of training is we still come up against the 'Forgetting Curve' and implementation barriers. For example, did you ever attend a great training course, thinking it was life-changing, yet find your life unchanged even after several months? This is common and caused by a variety of factors, such as:

- Lack of creating a roadmap to follow.
- Lack of time and thought given to how to apply the learning.
- Lack of support to tackle hidden obstacles, or things you were unaware were hindering your progress.
- No help assessing and working through your existing approach, mindset, fears, hesitations, blind spots, relational dynamics, etc.
- Failure to dedicate time to your transformation.

- Giving up early after not seeing enough change soon enough, or after a setback.
- Receiving one-size-fits-all information, not tailored to your own challenges and goals.

Coaching addresses all of the challenges in the above list. Because of this, coaching can have profound impact on individuals in their personal and professional lives. The benefits can be immediate but continue to pay dividends over the years, from role to role, over the course of a career and a lifetime. Not many training programmes can make that claim.

What are common results from coaching?

Put simply, coaching assists people to understand themselves and others better, enhance their performance, achieve their goals and maximise their potential. Commonly reported and observed results include:

- Improved productivity, motivation and focus.
- Greater resilience, adoption of a growth mindset with an ability to turn obstacles into opportunities.
- Increased self-esteem and self-confidence, coupled with a decrease in self-limiting thoughts and beliefs (which slow down or block progress).
- Clarity of direction, leading to reduced procrastination and accelerated goal attainment.
- Ownership of their own personal development.
- Increased self-awareness of their preferences and patterns of behaviour.
- Improved working relationships via insight into how they impact others.
- Clarity on strengths and development areas.
- Ability to articulate their needs.
- Ability to see situations from different people's perspectives, increasing collaboration.
- Greater communication skills, leading to more effective conversations (including feedback conversations) and reduced conflict.
- Improved work / life connection.
- Enhanced delegation skills and improvements in time management.
- More effective leadership skills, tailored to different stakeholder needs.

What types of goals can coaching assist with?

The list is long but here are some of the most common goals.

- Navigating a career transition.
- Leading teams effectively.
- Cross-functional leadership.
- Raising visibility and personal brand.
- Shifting from an operational mindset to a strategic mindset.
- Developing business strategy.

- Managing inner critics and impostor syndrome.
- Time management, including delegating effectively.
- Building effective networks.
- Improving presentation skills.
- Navigating workplace change.
- Enhancing communication skills
- Feedback skills and performance management.

How long does it take to see the impact of coaching?

For most clients, early growth is seen via **immediate** practical actions as well as more introspective skills. For example, coaching helps people to understand their needs and goals (self-awareness), develop goals and the roadmap to achieve them including identifying potential barriers (prospection), and build the beliefs that this vision is attainable (self-efficacy).

By three months, typically people's emotional regulation increases and they experience better work relationships, as well as making tangible progress towards their goal.

By six months, typically growth in resilience accelerates and mid-term goals are achieved.

With more than six months of coaching, the cumulative effects of working with a coach accelerates growth mindset, self-coaching skills, optimism, self-determination and goal attainment.

Have I missed anything?

If you still have questions about how coaching can accelerate your, or your team's development, please schedule an exploratory call via www.pressurevalvecoaching.com



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Your Coach - Julie Smith



Julie has 24 years' experience in learning and development, encompassing coaching, facilitation, training, conference production and creating learning resources. Her expertise covers all angles from writing and delivering training, through to heading up national training teams. Julie loves helping people understand more about themselves and others, enabling them to be more effective and have smoother journeys toward their goals. She believes everyone has more potential than they realise and works with them to unlock this.

An established global coach, Julie works across five continents with a wide range of industries including tech and social media, financial organisations, law firms, consultancy firms, film companies, education, transport operators, nonprofits and healthcare providers. Whilst her clients come from a range of industries, roles and cultures, their goals and challenges are very similar: networking, confidence, strategic planning, motivation, personal brand, visibility, work-life balance, making decisions, imposter syndrome, and managing people.

Julie is also an experienced leader with 15+ years in leadership positions, ten of which were in senior positions. This means that she understands the complexities, challenges and rewards of leadership. She's managed predecessors of her roles and colleagues who were previously in equal, or more senior posts to her. She's also led teams of employees, freelancers, partner organisations and volunteers; delivering high standard services within periods of change.