

The Coaching Mindset

Coaching is a mindset that believes in, invests in, and develops individuals to realize their best. As a leader, adopting a coaching mindset can have a phenomenal impact on your organizational culture, employee engagement, and bottom line.

A coaching mindset:

- Accelerates learning by helping leaders ask powerful questions;
- Helps highly motivated individuals do more with less (notably, individuals with a strong desire to learn grow the most with coaching);
- Empowers individuals to tap into the focus, drive, and resilience needed to move forward and overcome obstacles;
- Gives leaders an edge over their competition (leaders who are perceived to be great coaches also have more productive teams and lower attrition rates).

Why Coaching? Why now?

Coaching's increasing popularity is well deserved. Done right, individuals are happier and more engaged, managers are more effective and efficient, and the overall organization flourishes. Coaching is a mindset, a value, and a skill set that helps you develop and more effectively respond to increasing organizational demands.

Leaders who are perceived to be great coaches



Have teams that produce
30-50%
greater results



Experience up to
40%
lower turnover

Bottom line: Individuals like working for leaders who coach and, in turn, deliver better results. Great coaches take the time to see and engage talent, develop capabilities, and are focused on bringing out the best in their team. They challenge talent to be and perform at their best.

What is Coaching?

- Coaching is a leadership skill set that is good for employee engagement, good for morale, and good for the bottom line.
- Coaching is not a bed of roses. It's about investing in relationships, forging trust to have fierce conversations, and challenging individuals to be their very best.
- Coaching is about engaging individual to discover how to drive different results.
- Coaching is a mindset that believes individuals are talented, resourceful, and capable of solving their own problems.
- Coaching necessitates that both the talent and coach opt in to the learning opportunity and invest in the relationship/collaboration. It is a commitment to developing talent by asking powerful questions, engaging in deep reflective listening, and sharing a commitment to perspective shifting.

Why pursue coaching?

With effective coaching, individuals become more **capable**, **competent**, and **confident** so they can do things **easier**, **faster**, and **better** in the future.

It's about addressing short-term challenges and developing the capacity to mitigate future problems before they happen.

Coaching's Difference

All too often, coaching is confused with counselling, mentoring, and consulting. While it may at times lead to these activities, it is actually a separate practice. To understand how, it is important to distinguish the role of the coach from the role of the trainer, counsellor, mentor, or consultant.



Trainers teach you skills to address identified deficits.

Coaches help you acquire the skills needed to identify your own deficits.



Counsellors typically diagnose problems.

Coaches focus on helping clients diagnose their own problems.



Mentors share sage advice.

Coaches rarely share specific advice or knowledge. Their role is to help clients seek out mentors and resources to fill in any knowledge gaps that may be holding them back.



Consultants offer strategies for troubleshooting problems.

Coaches empower clients to troubleshoot their own problems (e.g., by helping them identify their own patterns of success over time).

How and when to take action?

We are at our best when we feel engaged, focused, and able to tackle challenges.

- Coaching shifts your focus from managing people to developing your team's capacity to be self-motivated.
- Coaching can accelerate your own performance and that of your team.
- Coaching is essential to driving engagement.

Let AIM Leadership help bring coaching into your organization to realize your team's full potential and amplify your impact.

