Developing a Coaching Culture Addresses Today’s Challenges

Today’s organizations are often treading water in a sea of continuous change, uncertainty and unprecedented challenges. Business strategy is your roadmap to success, but culture is the engine that powers the journey.

Developing a coaching culture begins with determining how it will drive and support your business strategy. Once established, a coaching culture builds learning agility at all levels, giving organizations the necessary resiliency to face challenges that come along. A coaching culture maximizes a leader’s time by using just-in-time learning to focus on the individual’s needs. Leadership development doesn’t just take place in the classroom, but in the workplace—every day.

The result: increased employee engagement, job satisfaction, teamwork, trust, transparency and a stronger leadership pipeline.

CCL’s Process

Our approach starts with the long-term in mind while ensuring a realistic strategy you can execute

**Discovery:** Each initiative begins with a consultation to understand an organization’s unique culture, ensuring that initiatives are customized to an organization’s business strategy.

**Design:** CCL’s comprehensive discovery process allows us to design a customized initiative that infuses coaching throughout all levels of leaders within an organization—from the c-suite to the frontline.

**Execution:** Utilizing the framework for developing a coaching culture, CCL designs a customized process to cascade coaching mindset and behavior throughout the organization.

**Ongoing Support:** Post-engagement follow-up is available in a variety of formats to encourage continued learning and development.

**Evaluation:** CCL embeds data analysis and reporting to validate effectiveness and ensure that learning is practical and applicable.

*Our goal? Building sustainable and cost-effective coaching capability into your organization.*
## The Framework for Developing a Coaching Culture

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<thead>
<tr>
<th>GOAL</th>
<th>TACTIC</th>
<th>AUDIENCE</th>
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<tbody>
<tr>
<td>Develop <strong>public champions</strong> who advocate for a culture of coaching for development</td>
<td>Provide 1:1 CCL executive coaching, feedback &amp; integration coaching</td>
<td>Senior executives &amp; key influencers</td>
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<tr>
<td>Develop a <strong>cadre of internal coaches</strong> to coach leaders from across the organization while maintaining their full time job</td>
<td>Provide an advanced certificate program in coaching skills &amp; coaching culture</td>
<td>Leaders with potential to provide internal coaching across the organization</td>
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<td>Develop all supervisors with <strong>basic coaching conversation skills</strong></td>
<td>Provide a coaching skills certificate program</td>
<td>Every manager in the organization</td>
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<td>Utilize integrated coaching to <strong>enhance learning transfer</strong> &amp; expose more employees to coaching</td>
<td>Integrate coaching into professional development programs</td>
<td>Participants in leadership &amp; professional development programs</td>
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<td>Model team coaching &amp; ensure <strong>sustainable support systems</strong> are developed &amp; integrated with HR processes</td>
<td>Utilize team coaching for the coaching culture advisory group &amp; other critical teams</td>
<td>A cross-functional group responsible for developing a coaching culture</td>
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<td>Offer learning experiences &amp; solutions to <strong>strengthen leadership development goals &amp; culture</strong></td>
<td>Leverage customizable CCL Leadership Solutions</td>
<td>Audience determined based on needs &amp; goals</td>
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*Change & Sustain Beliefs, Behaviors, Systems & Culture*
CCL Coaches Stand Ready to Support Your Business Goals

We offer the most rigorously trained and supervised coaches in the world, who:

- Fluently speak 48 different languages and are located around the globe
- Continuously train in the latest research and best practices
- Utilize best-in-class evaluation methodologies
- Leverage a suite of proven assessments
- Are bolstered by technology and methodologies designed to enhance the value and coordination of large scale global engagements
- Offer expertise in every major business sector

Organizational Leadership Solutions

Building a coaching culture is only one of the many ways CCL works to deliver results that matter across an entire organization. After working with leaders for over four decades, we know that leadership goes beyond individuals. Connected, aligned leadership among all of those in an organization is the best way to drive sustainable, enterprise-wide performance.

To learn more about CCL’s Organizational Leadership Solutions, go to: www.ccl.org/ol

To learn more, go to:
www.ccl.org/coachingculture