

# Coaching Culture

Initiating a new organizational paradigm



Center for  
Sustainability  
Transformation®



**MIGRATORY BIRDS ON THEIR WAY NORTH OR SOUTH FLY IN PERFECT HARMONY AND ALIGNMENT. AS A GROUP THEY...**

... are able to sense turbulences in the atmosphere immediately and react quickly

... find the most energy-saving formation and use their collective energy and resources most efficiently

**FREDDY NOCK ON HIS WAY TO THE TOP OF THE ZUGSPITZE MOUNTAIN CLIMBING THE CABLE OF THE CABLE CAR.**

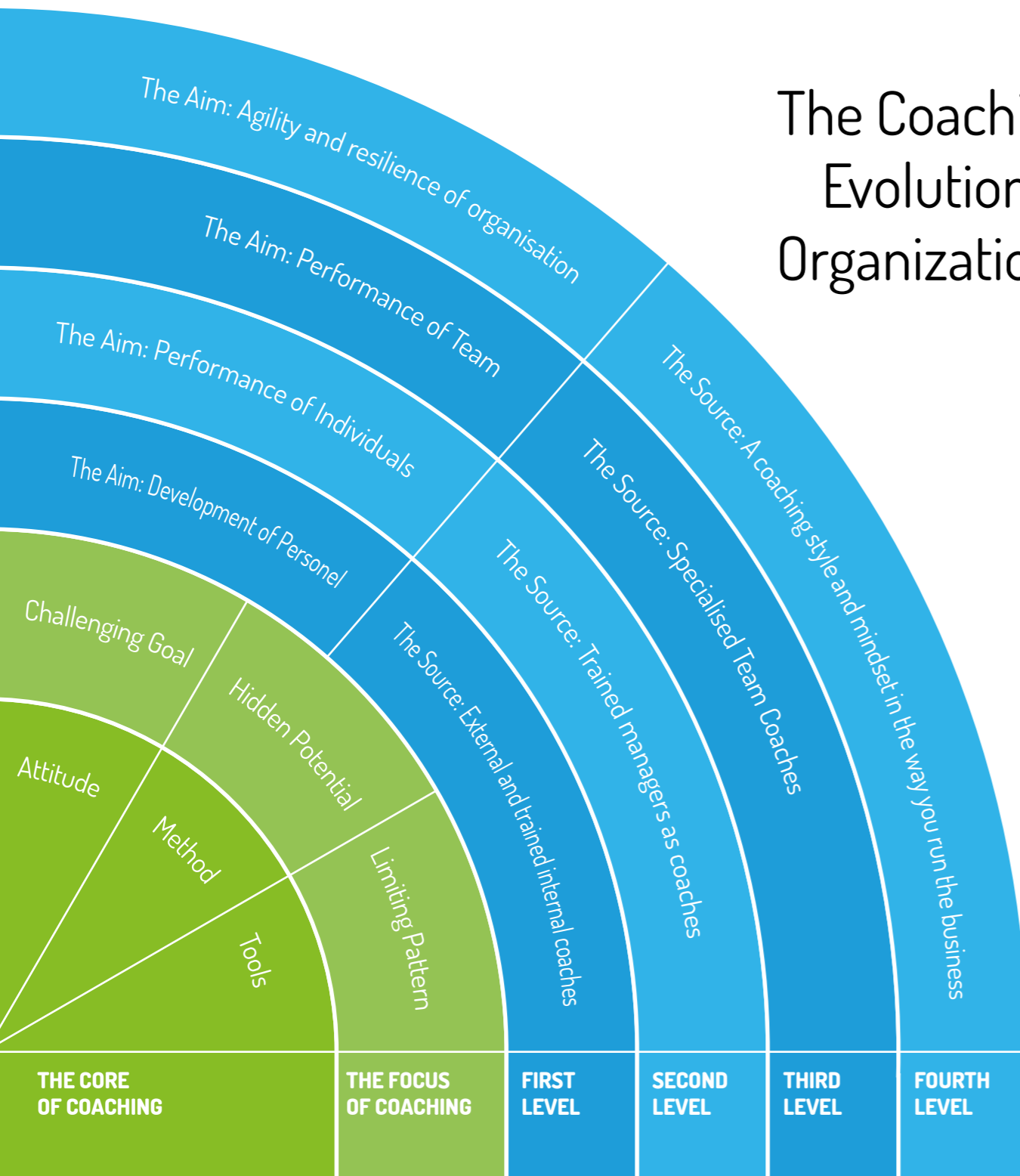
- To reach the top of the mountain on a cable car wire, a good sense of balance is the most important success factor
- Sense of balance involves noticing subtle changes and reacting immediately, and appropriately, in any given moment

**A SENSE OF BALANCE AND ALIGNMENT**

To reach your goals, both outer and inner information need to be processed in an effective, smart way



# The Coaching Evolution in Organizations



# Coaching Culture



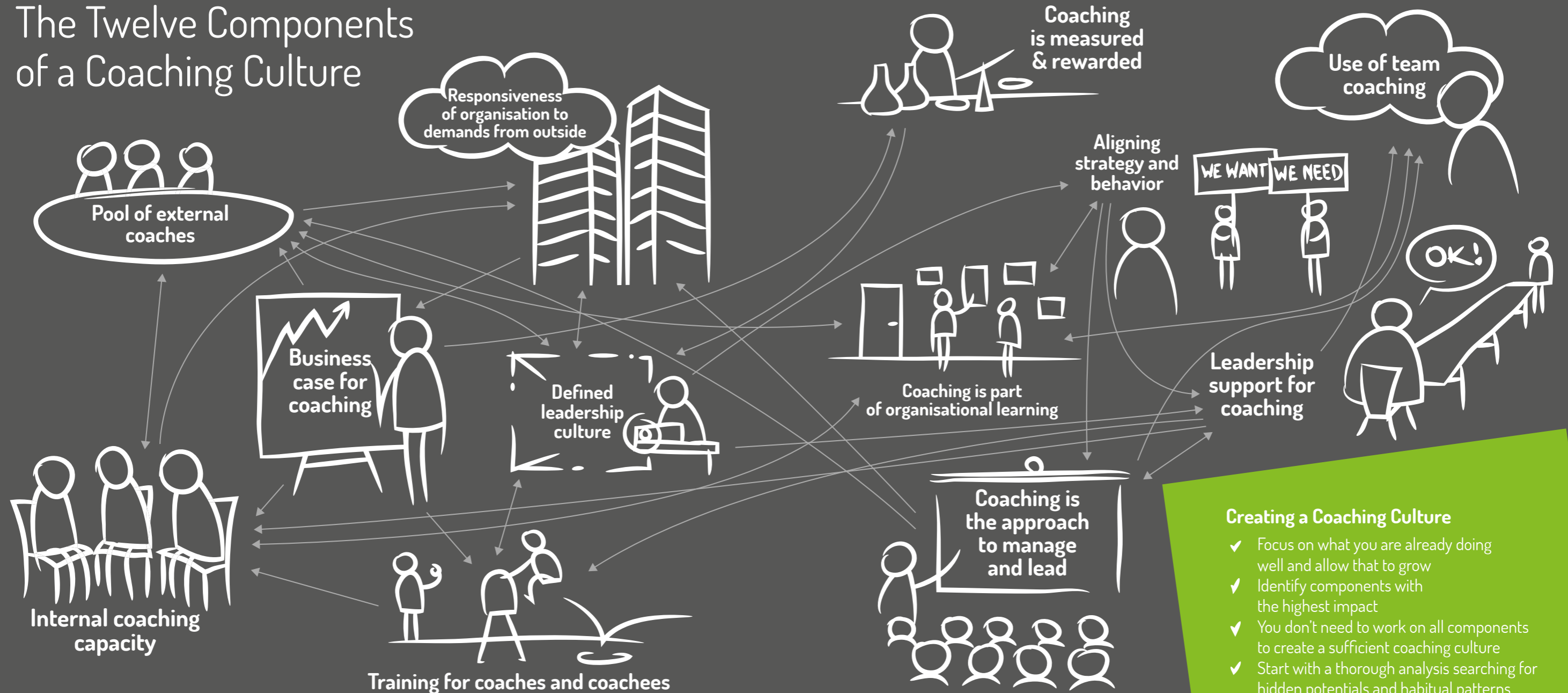
A coaching culture functions like the sense of balance and alignment inside the organisation, at all levels and in every given moment. It helps to process information sufficiently to keep the organisation agile and resilient in turbulent circumstances.



“Creating a coaching culture is not an end in itself, but a means to an end... (It is) in service of creating greater shared value for the organization and all its key stakeholders.”

Peter Hawkins

# The Twelve Components of a Coaching Culture



## Creating a Coaching Culture

- ✓ Focus on what you are already doing well and allow that to grow
- ✓ Identify components with the highest impact
- ✓ You don't need to work on all components to create a sufficient coaching culture
- ✓ Start with a thorough analysis searching for hidden potentials and habitual patterns



# BRINGING A COACHING CULTURE INTO YOUR BUSINESS!

## WHAT CAN YOU EXPECT WHEN YOU CREATE A COACHING CULTURE?

Your organisation becomes more agile and resilient, to adjust and respond to external changes in a complex environment.

Become more cost-efficient and be aware of risks before they start to

affect the business.

The communication and cooperation becomes more open, honest and goal focussed.

Inspirational leadership will be enhanced and the leadership culture

moves to a new level – energizing and fulfilling.

Hidden potentials are lifted and limiting routines and mindsets can be shifted.

Your staff feels more engaged and integrated.

The morale in your organization increases.

The perception, intelligence and experience of all staff will be utilised to come up with solutions and options for demanding challenges.

# Paradigm Shift – Coaching Culture

Creating a Coaching Culture can be better described as a paradigm shift rather than a process of continual improvement. It is a way of truly thinking together, instead of exchanging “pre-cooked” thoughts.

At the heart of a coaching culture you will find a coaching mindset which shapes the overall working mode. It is not happening behind closed doors but at the different interfaces of a day to day workflow.



## How can we support you...?

- Analyse how deep a coaching culture is already embedded in your organisation and what you can do in order to improve it

“Harvest the learning” – integrate the experience and the knowledge generated through all coaching initiatives to your organisational learning

- Develop a business case for coaching for your specific needs

- Align a strategy for coaching to strategic business goals

- Build up a trusted pool of external coaches

Create coaching capabilities inside your staff – for coaches and coachees

Transformation towards an integrated coaching culture – coaching becomes the day-to-day way to do business and to engage with all stakeholders

- Initiate team coaching as a way to create high performance teams

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