

DOES OUR ORGANIZATION NEED COACHING?



“Coaching is recognized as *the* vehicle for transformative change.”

WHAT ORGANIZATIONAL COACHING IS

Coaching is a **collaborative process** by which the organization and coach become strategic partners in the pursuit of organizational goals.

The Discovery Phase (what needs to change?): the organization is guided in **identifying** where it would like to create change. This is done through questioning, assessments and/or observations.

The Visioning Phase (what is possible?): the coach helps the organization create **solutions and strategies** around attaining its objectives.

The Implementation Phase (let's make it possible!): the organization is **supported** in carrying out feasible action plans in order to generate positive changes in the pursuit of chosen objectives. Reviews and adjustments are implemented as needed.

The Evaluation Phase (did it work?): coach and organization **measure** the impact of the organization's efforts through performance assessments, observations and feedback.

The Sustainment Phase (let's make it last!): post-coaching options are available to assist the organization in **sustaining** its success.

WHY ORGANIZATIONAL COACHING WORKS

Achieving organizational goals is not always easy. Here are some of the underlying reasons why an organization sometimes fails to attain its goals:

- lack of clarity in its goals
- misalignment with its vision and mission
- poor leadership amongst some of its leaders
- low accountability or motivation
- mediocre employee engagement
- being unprepared for potential barriers
- poor communication or low trust levels
- lack of recognition and rewards
- poor cross-department efficiency

Organizational Coaching is an opportunity to:

- define **who you are** as an organization
- create **alignment** towards your vision & mission
- **identify solutions** to organizational challenges
- **create strategies and take action** so that you are moving towards the attainment of key organizational goals
- improve employee **engagement and morale**
- nurture and retain **star performers**
- increase overall **performance and success**

DOES OUR ORGANIZATION NEED COACHING?

VIABLE REASONS FOR SEEKING ORGANIZATIONAL COACHING

- Our organization needs to create true alignment with its vision and mission.
- Our organization has stopped innovating, it is stagnant.
- Our organization has specific goals but is unsure *how* to achieve them.
- Our organization is facing a great *opportunity* and wants to be as prepared as possible.
- A large portion of our organization's staff feels *unfulfilled, unchallenged or dissatisfied*.
- Our organization is experiencing *growth*, is in full expansion.
- Low employee *engagement or morale* permeates parts of our organization.
- We set organizational *goals* but we do not always attain them.
- Our organization wants to improve its *performance and/or results*.
- We need to increase the leadership capacity of some of our organization's leaders.
- We need to improve our organizational culture.
- We want to promote high performance within our organization.
- Our organization wants to be a forerunner, a role model for other organizations.
- Our organization wants to achieve a *greater level of success*.

OUR ORGANIZATION'S PERSONAL LIST

Use the space below to write down some of the reasons why you feel your organization may benefit from coaching:

For more information on the process of coaching or to discover how our coaching programs can help your organization achieve its goals, please contact us at:

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