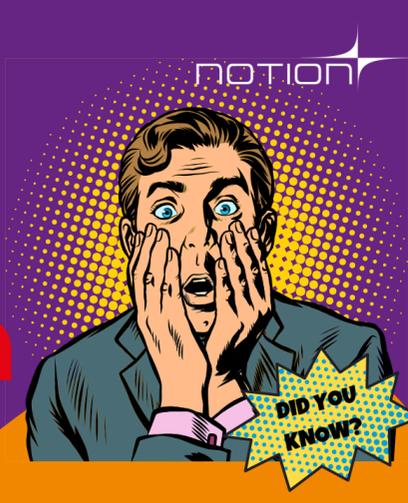


5 Reasons Managers

Don't Coach

...and how to quickly and easily solve this



Despite the popularity of 'Manager as Coach' training, only **5.5%** of HR Leaders say their organisation's leadership demonstrates a strong coaching style.

Here's why...

1. NOT FIT FOR PURPOSE

'Manager as Coach' type courses tend to rely on 'Executive Coaching' models like the GROW model, perpetuating the idea that coaching at work takes time and must be conducted as formal structured sessions. This rarely works for busy managers who are focused on driving productivity and performance.



2. NO BEHAVIOUR CHANGE

Management courses don't focus on mindset shift or the behavioural underpinnings needed to encourage the adoption of coaching outside of formal coaching sessions so managers struggle to embed coaching into their everyday leadership style.



3. REMEDIAL FOCUS

Some managers develop an unhelpful impression that coaching is a remedial intervention rather than for continuous performance improvement and never see the benefits of coaching high performing team members.



4. LACK OF ALIGNMENT

Managers can't easily apply what they've learned back in the workplace because the training outcomes focus on the coachees' priorities rather than the business priorities which don't align with their daily work.



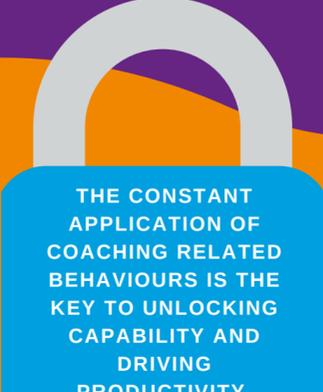
5. LOW CONFIDENCE

Managers express trepidation about 'getting coaching right' and good intentions quickly lapse and the value of training dissipates.



SO WHAT?

According to the CBI, coaching is one of the key habits managers need in order to drive productivity, so if your managers **don't coach** your organisation may be experiencing a costly productivity lag as well as poor employee engagement.



To adopt more 'coaching-related behaviours' in their **everyday management** style, your leaders and managers need to have...

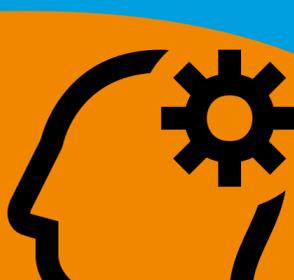
...A heightened 'situational awareness' of their daily encounters...



...Deeper and more intuitive listening skills...



...An understanding and sensitivity of the capabilities, drivers and development 'edges' of team members...



...And a sharpened sense of the potential for better outcomes generated by asking powerful questions rather than 'telling' or 'directing' their team members in a given moment.



You can help your leaders and managers make these lasting changes to the way they interact with others by equipping them with new and distinct **STAR® Operational Coaching™ skills**



A study carried out by the UK government and independently evaluated by the London School of Economics, has scientifically **PROVEN** that...



...STAR® Operational Coaching™ increases the time leaders and managers spend coaching by 70% and improves productivity, performance and engagement in just six months.

THE SOLUTION

The multi-award-winning online management development programme STAR® Manager is a quick and easy way to help your managers overcome the problems that prevent them from coaching and enables them to acquire the Operational Coaching® skills they need to rapidly transform their management style and the performance of those around them in just a few short months.



FREE 15-MINUTE CONSULTATION

To find out more about how you can equip your leaders and managers with Operational Coaching™ skills, simply **book your complimentary 15-minute consultation**