

OWN THE ROLE OF THE HR BUSINESS ADVISOR



THE BUSINESS COACH



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AGENDA

- **WHAT IS AND IS NOT COACHING**
- **WHAT, WHEN, AND WHY COACH**
- **THE BUSINESS COACH**
- **THE PROCESS OF COACHING**
- **CHEERS!**

WHAT COACHING IS

- **LEADERSHIP**
- **A FORM OF ACCELERATED LEARNING**
- **SHORT TERM**
- **A PARTNERSHIP FOUNDED ON TRUST**
- **A CATALYST FOR HELPING OTHERS REACH FULL POTENTIAL**
- **A PROCESS USED TO BREAK THE CYCLE!**



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WHAT COACHING IS NOT

- **JUST FOR THE SPORTS INDUSTRY**
- **A DISCIPLINARY OR REVIEW PROCESS**
- **LONG TERM**
- **DIRECTING**
- **FOCUSING ON INADEQUACIES**



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COACH WHAT?

- **DECISION-MAKING SKILLS**
- **FISCAL RESPONSIBILITY**
- **HR COMPLIANCE**
- **TEAM BUILDING**
- **BUSINESS ACUMEN**

A word cloud of terms related to coaching and leadership. The words are arranged in a roughly triangular shape pointing downwards. The most prominent word is "COACHING" in the center. Other large words include "GOALS", "TEAM", "LEADERSHIP", "BUSINESS", "SUCCESS", "GOAL", "TRAINING", "IMPROVE", "MANAGEMENT", "LIFE", "MOTIVATION", "DEVELOPMENT", "SKILLS", "COACH", "ACTIVITIES", "CORPORATE", "SOLUTION", "PEOPLE", "CHALLENGE", "ABILITY", "GROWTH", "ACTIVITY", "LEARNING", "MOTIVATIONAL", "EXPERIENCE", "STRATEGY", "ABILITIES", "SKILLS", "CHANGES", "LEARN", "TEACHING", "MOTIVATION", "DEVELOPMENT", "CAREER", "ACTION", "PERSONAL", "MENTORING", "RELATION", "SUPPORT", "MANAGEMENT", "RELATION", "GOALS", "GOAL", "TEAM", "LIFE", "MOTIVATION", "DEVELOPMENT", "SKILLS", "COACH", "ACTIVITIES", "CORPORATE", "SOLUTION", "PEOPLE", "CHALLENGE", "ABILITY", "GROWTH", "ACTIVITY", "LEARNING", "MOTIVATIONAL", "EXPERIENCE", "STRATEGY", "ABILITIES", "SKILLS", "CHANGES", "LEARN", "TEACHING", "MOTIVATION", "DEVELOPMENT".

CAREER ACTION SKILLS CHANGES PERSONAL
COACH MENTORING
ACTIVITIES GOALS
CORPORATE PEOPLE
SOLUTION CHALLENGE
COACHING
ABILITY BUSINESS
GROWTH LEADERSHIP SUPPORT RELATION
ACTIVITY MANAGEMENT
LEARNING IMPROVE
GOAL MOTIVATIONAL
TRAINING EXPERIENCE
ABILITIES STRATEGY
SKILLS TEAM LIFE
CHANGES LEARN TEACHING
MOTIVATION
DEVELOPMENT



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WHY COACH?



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WHY NOT?

RESULTS

- **INCREASING ENGAGEMENT – IMPROVE PERFORMANCE**
- **WIN-WIN GROWTH OPPORTUNITY- YOU DEVELOP – THEY DEVELOP**
- **ICF AND HCI – FORMAL COACHING RESULTED IN REVENUE ABOVE THAT OF THEIR INDUSTRY PEER GROUP**
- **ICF AND HCI – 62% OF EMPLOYEES RATE THEMSELVES AS HIGHLY ENGAGED**

CONSEQUENCE

- **WORKFORCE CRISIS**
- **LABOR SHORTAGE**
- **IMPACT ON PRODUCTIVITY**

THE ROLE OF THE BUSINESS COACH



Why does your business exist?

Who/what does it serve?

How does it deliver its promise?

How does it make money?

THE BUSINESS COACH



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How old are you?

What is your address?

What is the time?

how much is your mortgage?

What is the cost of college?

How many people do we need?

How many jobs do we need?

**PEOPLE
&
MONEY**



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THE FOUNDATION

H-U-M-A-N

Honest

Unbiased


Motivating

Accountable

Natural



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“Leadership is a potent combination of strategy and character. But if you must be without one, be without the strategy.”

—Gen. Norman Schwarzkopf
(1934 – 2012)
United States Army General

CjB

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HONESTY

Speak with Honesty!
Act with Integrity!



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UNBIASED



Search ID: ear0868

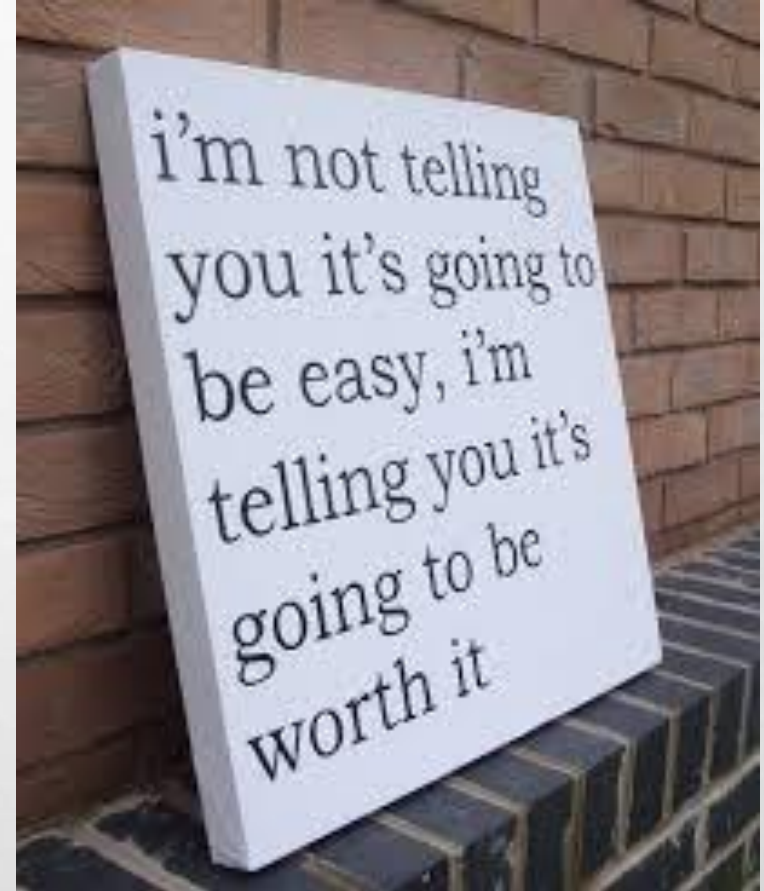
"MY FATHER SAYS, THESE INTELLIGENCE TESTS ARE BIASED TOWARD THE INTELLIGENT."



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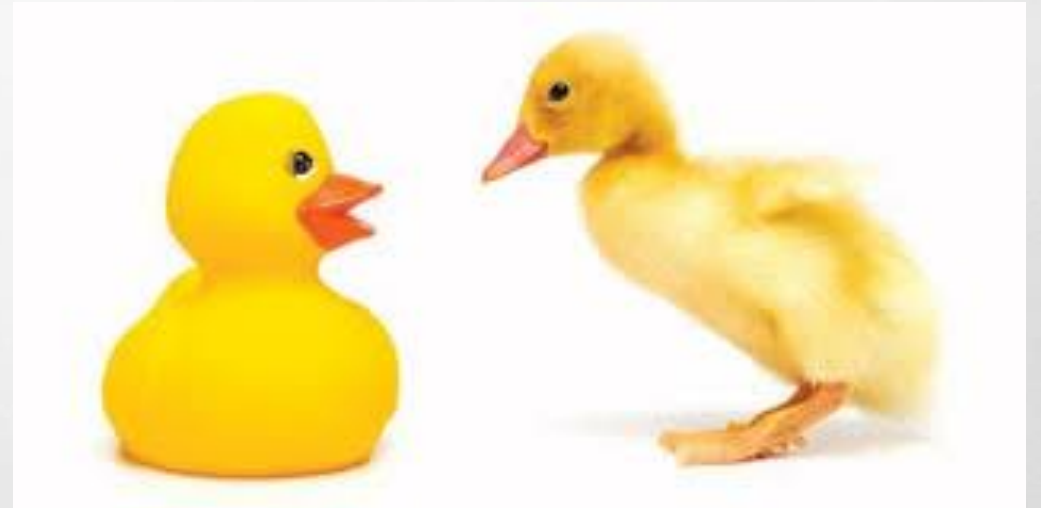
MOTIVATING



ACCOUNTABLE



NATURAL



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THE 5 STEP PROCESS

Clarify	Clarify the problem
Determine	Determine the top need
Break	Break the thought process
Reframe	Reframe the problem
Encourage	Encourage action toward a solution



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STEP 1

CLARIFY

**What is the
problem**



**Duration of
problem**



**What do they
want to change**

Connection
Contribution
Significance
Certainty
Variety
Growth

STEP 2

**DETERMINE
THE NEED**



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STEP 3

**BREAK THE
CYCLE**

Limiting Beliefs

I can't because _____

I don't want to be Like



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STEP 4

REFRAME THE PROBLEM

Present the same option in different formats

Cirque du Soleil challenged assumptions about what a circus is. Instead of cheap entertainment for kids, they turned it into a high-end event for adults that competes with the theatre or opera.

Southwest Airlines challenged the assumption that airlines had to have fixed seat assignments. This opened the possibility of having riders line up before each flight – a radically different approach to seating.

The public transportation industry believed that cab drivers had to be employees of a company. Uber believed they could create more independent jobs and make the roads safer

What is a problem you could reframe?



Be

Be specific



Do

Do it now



Enjoy

Enjoy the reward

STEP 5

**ENCOURAGE
ACTION**



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COACH

- **BE HUMAN**
- **CLARIFY THE PROBLEM**
- **DETERMINE THE NEED**
- **BREAK THE THOUGHT PROCESS**
- **REFRAME THE PROBLEM**
- **ENCOURAGE ACTION**





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