



# Coaching for Development

Help Employees Achieve their Full Potential



Self-Guided Learning Program

# Overview



## Introduction

To remain competitive, companies need to retain valuable employees, address problems that interfere with productivity, and help employees achieve their full potential. But the traditional “command and control” method of managing employees has been shown to be less effective than involving people in their own development—and the best way to do this is to guide them through improvement.

A Society for Human Resources study revealed that 55 percent of organizations use or have used formal coaching programs to aid in their employees’ development. The study also showed that coaching is a good investment that can have a positive impact on an organization’s bottom line.<sup>1</sup>

The ability to coach helps you increase your employees’ commitment and level of engagement, and helps you avoid and handle problems that interfere with working relationships and productivity. Coaching others can also make it easier for you to achieve your own goals and make you more valuable to your organization.



## Test Your Knowledge

*Read the question, then click on the answer.*

What must you do in order to lay the foundation for successful coaching?

A. Set goals.

B. Wait for the person to ask for help.

C. Create a development plan.

D. Establish rapport and build trust.

