



How to be a great coach

Each of the 24 lessons in this guide will take you only a few minutes to read, but they'll serve you well throughout your managerial career. They'll help you become an effective coach.

That's right. We didn't say "boss" or "supervisor." These days, the effective manager reaches their goals by coaching employees to peak performance.

In these simple lessons, you learn the techniques for good one-on-one coaching, and you learn why coaching is the most effective way to improve your employees' productivity and attitudes.

You'll understand the three natural motivations that drive any worker—including you—and learn how to focus those motivations on the job at hand.

You discover why you should talk less and listen more, issue challenges instead of orders, and pre-

vent problems, rather than waiting to try to fix them.

You'll practice the art of asking good questions—and really hearing the answers—to get valuable input from the people closest to the job while boosting worker morale.

You encounter techniques for problem solving with your workers, empowering them to make decisions without losing your authority.

And, when it comes time for you to make the tough call, this guide outlines a decision-making process and reveals the three things you don't have to be to make a good decision.

If that decision involves delivering bad news to your employees, we can help you do that well, too.

Most employees think of memos and meetings as bad news, and we offer strategies for keeping these to a minimum. But we also show you how to craft effective memos and chair good meetings (yes, there is such a thing!).

You learn three of the most-important management concepts ever: how to reward what you want, how to provide effective feedback, and how to advocate for your employees with upper management.

As you learn to be a better coach, you'll develop willing colleagues, rather than compliant slaves. Your employees will own the process, take responsibility for their work, and share in the pride of a job well done.

The last lesson in the guide is the first step in applying these coaching techniques. We help you start the process the next time you walk into the workplace. You can keep moving yourself and your employees forward every day—building success on success.

“The goal of good coaching isn’t just to help employees achieve a certain specific goal. One success engenders another and instills the self-confidence that leads to high levels of performance and productivity in all tasks.”