Best Practices for Enterprisewide Coaching Programs and Creating a Coaching Culture

1. Long term **executive leadership commitment** to and promotion of coaching
   - Communication reinforcements from CEO and executive leadership
   - Expectation, related measures of leaders’ **coaching approach** to leading and developing others

2. **Governance** provided by an ongoing **steering committee** of business leaders
   - To vet strategy, ensure accountability channels are established, advocate for coaching with leaders
   - Provide oversight, increase ongoing viability, impact on business, check and balance with Lead Coach(es)

3. Clearly articulated and agreed upon enterprise-wide **coaching strategy, program purpose, approach** and **scope**
   - **Aligned** with business goals and objectives
   - Establish context for coaching: issue to be addressed, benefits to individual and organization, impact desired
   - For whom is it targeted/eligibility for coaching
   - How does it support/fit the mission, strategy, current LD & TM plans?
   - Uniform **coaching standards, practices, model, and methodology** established enterprise wide

4. Supporting **framework and infrastructure** for **coaching resources**
   - Identify delivery resources and expectations (external, internal, business leaders)
   - Determine desired certification/credentialing requirements for internal coaches
   - Establish criteria for internal coach **selection and ongoing development** and support
   - Determine reporting relationships and policies (confidentiality, ethics, cross organizational support)

5. **Sustainability** actions
   - **Reporting, measuring, thematic feedback** to organization for early identification of issues, progress, impact
   - Self-managing **coach communities of practice** with Lead Coaches for master coaching, and ongoing development

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