

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

