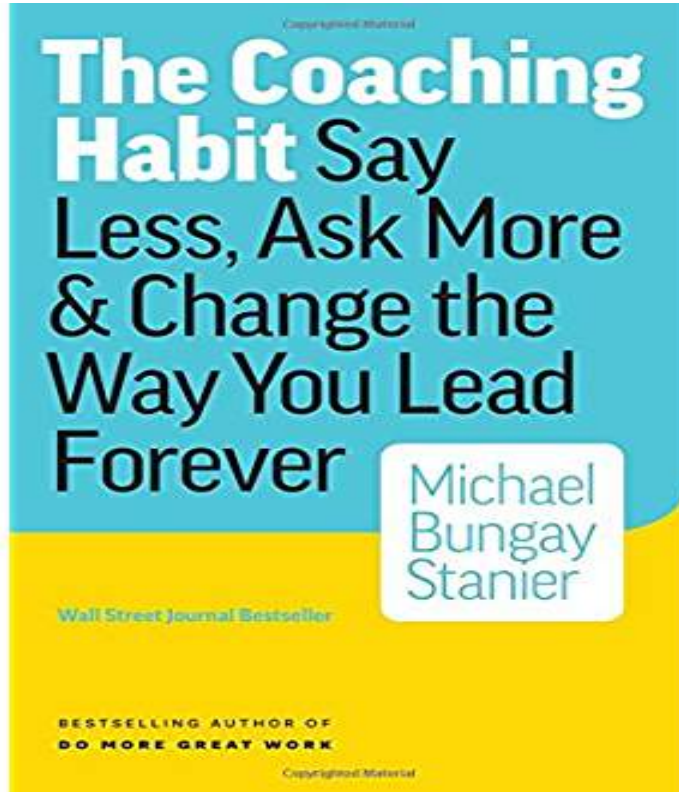


# Building a Coaching Culture

Based on the work of  
Michael Bungay Stanier

# The Coaching Habit



How focused do you plan to be during this session?

You make a choice, (between 1-7, **with 7 being zen like focus!**) then adjust your environment to match.

If you multi task you **CHOOSE** not to be focused!

# In your organisation, where do you find culture?



Not in the yogurt!!

It's in the LANGUAGE, culture is the real driver of organisational success.

*The way we do things round here.*

Is your school culture...strong, energised, vibrant, engaged?

# The 3 levels: Understanding culture

## Level 1: ARTEFACTS

“The stuff you look around and see.”

How do your people dress? what is the environment like? What’s on the walls? How do people move around?

Easy to notice, but easy to misinterpret

# The 3 levels: Understanding culture

## Level 2: ESPOUSED VALUES

“What people TALK about, what matters.”

How do you go about your business? How do you walk the talk? Your values- what gets laminated and passed around? What behaviours are seen?

# The 3 levels: Understanding culture

## Level 3: ASSUMPTIONS

“*What drives an organisation.*”

What is the reputation, the energy and the ‘office’ politics?

What are the *unspoken ways* of HOW we behave?  
What is the behavioural engine?

# The 3 levels: Understanding culture

When the 3 levels are aligned the culture is **STRONG**.  
If not the organisation can feel **FAKE**

Assumptions can be referred to as  
**HABITS**.

Changing habits is a decision  
which can be made.



# Coaching Challenge 1

Solve a **REAL** problem

**NOT** “I’m going to build a coaching culture!”

What’s the problem that we are trying to solve here?

Who’s measuring this?

What metric matters to them?





# Coaching Challenge 1

**Great** work has **IMPACT** and **MEANING**, it is work we **CARE** about.

**Good** work is doing what's in your job description.

**Bad** work is soul crushing

ALL coaching models are wrong but  
some are useful



# Coaching Challenge 2

***No one cares about coaching (except maybe you!)***

What matters is being a leader who is more *coach-like*

*This is a process.*

*What is **SO** beneficial that I will work on changing deep habits?*



THE COACHING HABIT®

# Coaching Challenge 3

No one cares about models

MORE about “What change in behaviour and habits do you want?”

Work on habit by habit

Team by team



# Organisational aims

**STAY CURIOUS** a little longer

**RUSH TO ACTION AND ADVICE** a little slower...

It is about our **core business** not coaching

It is about the **benefits** not the process

It is about **behaviours** not models

