

Implementing a coaching culture into a workplace can have many long-lasting, positive benefits such as creating an organisation that supports its employees and positions it to grow and nurture talent.

Yet, many coaching cultures fail to get off the ground before their potential is realised. In our experience in designing and implementing coaching cultures within multi-cultural and global organisations, we often see these 7 pitfalls organisations make when creating their own coaching culture.



Unclear definition of what a coaching culture is or what it might look like

Lack of awareness as to why the company wants or needs a coaching culture





Driving the creation of a coaching culture through HR, with no buy-in or endorsement from **Senior Leaders**

Lack of investment for leadership training and creating awareness of approach





Implementing a one-off coaching intervention vs investing in a long-term culture change

Positioning coaching as a 'golden bullet' that will solve all problems

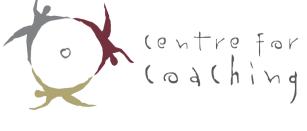




Not rewarding leaders for embracing the new culture



BONUS INSIGHT: Don't call it a coaching culture!



Interested in creating your coaching culture?

Contact one of our Leadership Team Members at: info@centreforcoaching.ch www.centreforcoaching.ch