

# Don't Just Manage - Coach!

## **1. Great coaches - reproduce themselves**

How is an effective coach different from a traditional manager?

Poor leaders add followers – great leaders multiply leaders!

*“Assume people like you.”*

## **2. Great coaches - remove de-motivating conditions**

You are the protectors of your DNA

All employees are boss watchers

## **3. Great coaches - hold the needed conversations**

The conversations you don't have will undo you

Embrace Velvet Steel

*“You are in the people building business.”*

## **4. Great coaches - set staff members up for success**

The hoop at six feet and pins in the gutter

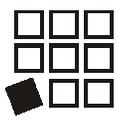
Be a dream builder

## **5. Great coaches - tap potential**

Help them soar like Eagles

Understand the power of recognition

*“Even if you are not thinking about their career—employees are thinking about it every day.”*



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## **6. Great coaches - have fun**

Is fun the reward or is it the lubricant?

Are you fun to work with?



*"Your career will be defined by how well you hold crucial conversations."*

## **7. Great coaches – build confidence**

All employees deserve clear expectations

The power of questions to build trust and confidence

## **8. Great coaches – are students**

Readers are leaders

Create a learning environment – not just a training environment



*"You never get a second chance to make a first impression."*

## **9. Great coaches – protect the county DNA**

Core Values—hire and fire by them

No such thing as a top producer with a bad attitude

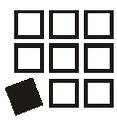
## **10. Great coaches – focus on empowerment, leadership development, and retention**

Employees need to act like owners—not hired hands

Coaching—the best plan to keep good people at your county



*"Hire slow.  
Fire fast."*



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## The Best Coaching Questions

1. Could I share with you my job description?
2. What makes you want to hit the snooze button in the morning?
3. What makes you want to jump out of bed in the morning?
4. What is your dream, and how can I help you build it?
5. If something were going to make you leave, what would it be?
6. What part of your creativity have I not tapped?
7. If you had my job for one day ...
8. What do you want that you don't have?
9. What would you need to get to the next level?
10. How could we become the Nordstrom of our industry?



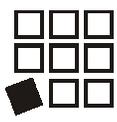
*"Great questions are a coaches best friend."*



*"What are you reading?"*



*"Time management is all about time prioritization.."*



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## The Coaching Creed

*By Rick Olson*

I am one hundred percent committed to making my employees successful.

I invest in each employee by scheduling time with them.

I use all my resourcefulness to remove de-motivating conditions.

I don't delay or shy away from holding the needed conversations.

I carefully help each employee create a preferred future.

I am in the best possible place to tap employee's potential and build their confidence.

I will only be successful as my employees are successful.

I give the greatest value when I build confidence and enhance the skills of my employees.

I am a student for life.

I will prepare the next generation for leadership.



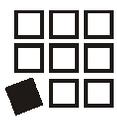
*"There is a world of potential. You hold the key."*



*"If you help enough people reach their goals, you will be successful."*



*"You shouldn't be surprised in the exit interview."*



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## Five Topics for Coaching Sessions

Coaches often ask, 'what do I talk about with my employees when we are in a one on one coaching session?' Here are five key things that make up the core of what transpires between a coach and the employee being coached.

### How are you doing?

There doesn't always have to be an agenda. Just staying in touch with the employee puts large deposits in their love banks. Paul and Vern Anderson are good friends who are the owners of a 650 person manufacturing plant. Every morning they begin the day on the floor, just connecting with all the employees as they come to work. The employees truly feel valued by Paul and Vern. Turn off your computer and show you care.

### Unlock potential

As their coach, you will see potential in them that they themselves will not see. By believing in them and challenging them, you are in a prime position to help bring them to a higher level. Without one on one time with you, there is a good chance all that potential will never be realized.

### Improved performance

A big part of coaching is to show what good behavior looks like. Define your expectations so it is very clear to them. Improved performance is why Tom Brady and Stephon Curry have coaches. Invest time and help raise the bar.

### Changed behavior

You can't wish away detracting behavior, whether it be tardiness, excessive chattiness, or stirring the pot. You must deal with the behavior. You must hold the crucial conversation. Don't allow the employee to take shortcuts. Don't allow them to blindly go on doing things that could sabotage their career.

### Career advancement

Your employee has a dream for their future. And you are in the primary position to help them realize that dream. Help them discover what it would take to get to the next level. You are in the business of building dreams.

*"Are you a leader? Is anyone following?"*

*"If you help enough people reach their goals, you will be successful."*

*"Be the best part of your customer's day."*