

# Coach-Style Management

## A Hammer Tip for Developing Communication Culture

### Capitalize and expand on the capabilities of your entire team

Too many companies fail to fully engage their valued employees, eventually losing star talent and innovations to their competition. Quality staff members require more than a paycheck — they want to acquire new knowledge and skills, set and achieve their own goals, and have their contributions heard and implemented.

One of the best ways to capitalize and expand on the capabilities of your entire team is to move from managing by mandate to managing like a coach. Encouraging participation at all levels gives you access to fresh ideas from the people on the front lines and benefits your entire company.

Following are some sample techniques for transforming your management style to fit the coaching model.

- **Hire attitude and personality as well as skill set.** You are building a balanced team that you can rely on and grow with.
- **Make certain that new employees integrate well** with existing members, complement your current team's strengths, and fit your company's culture.
- **Receive staff contributions neutrally** – even the ones you think are exceptional. If you say "that's fantastic!" to the first suggestion and only nod at the second, you may unintentionally prevent a third idea from being mentioned.
- **Define your expectations from the outset** to avoid misunderstandings and wasted time. Clarify desired outcomes so that everyone understands which targets you want them to hit and why. Completing every project thoroughly, on time, and within budget becomes a shared goal.
- **When discussing an error, focus on the action or behavior** and not on perceived characteristics of the person. This avoids triggering a negative emotional response. Allow the person responsible to contribute to the solution so that it is more likely to fit their strengths than yours.

To learn more about developing coach-style management and other communication strategies, contact us today at 415-675-5811.



- **Star talent walking out the door?**
- **Great ideas not reaching your ears?**
- **Succession/promotion issues?**

We work with you to develop effective communication strategies that build a strong connection with the people you need to succeed.

We pride ourselves on treating each client as an individual and provide tools and a schedule that suit your unique goals, needs, and environment.

No cost initial assessment.

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