



# Is Your Organization COACH Ready?

Create a Dynamic Coaching Culture  
in your Workplace Today



[www.catalystcoach.live](http://www.catalystcoach.live)

“ We must see people in terms  
of their future potential,  
not their past performance. ”

*Sir John Whitmore*

# Coaching in Your Workplace

While many in the workplace think that they are coaching and may even regard themselves as coaches—the truth of the matter is, they are probably not coaching. They may be leading, mentoring, managing and motivating their people towards their organizational vision, mission, goals and plans.

Coaching in the workplace is often referred to as executive coaching, business coaching, behavioural coaching, performance coaching, team coaching and much more. Coaching can be used in performance management, conflict resolution, career conversations, developing high-performing teams, etc. In essence, coaching facilitates behavioural changes and empowers employees to change.





## Here are characteristics of what coaching is and is not, in the workplace.

### What is Coaching?

Listening without forming judgments and seeking opportunities for improvements.

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Asking people great questions and encouraging them to find their own solutions.

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Partnering people to achieve their desired outcomes whilst helping them discover their strengths and perspectives.

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Empowering people to take accountability for their actions.

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A positive process and methodology to grow and develop people.

### What is Not Coaching?

Filtering what's wrong and right according to your thinking, blaming people for what went wrong.

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Telling people what to do and giving them your advice, thoughts and options.

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Planning and hoping for the best whilst complaining if things don't work out according to your desired outcomes.

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Solving the problem and being the sole decision-maker.

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A last resort to fix behaviour before sacking a person!

**“Coaching is unlocking people's potential to maximize their own performance. It is helping them to learn rather than teaching them.”**

*Timothy Gallwey*

# A Coaching Culture

Workplace cultures define how employees behave, interact with one another and the way things work officially and unofficially within organizations. It is what makes your business unique and is the sum of its values, traditions, beliefs, interactions, behaviors, and attitudes.

A positive workplace culture attracts talent, drives engagement, impacts happiness and satisfaction, and ultimately affects performance.

According to a Global Culture Report by O.C. Tanner Institute, “Highly fulfilled employees plan on staying at their organizations 3 years longer than unfulfilled employees.”



We realize that employees want more than a high salary or unique benefits, they want the sense of fulfilment that comes from doing work that has purpose and belonging in their work community. When coaching becomes part of this culture, coaching principles and tools are actively and widely applied. Feedback becomes a powerful learning discovery, rather than something we dread.

A Coaching culture within an organisation is a culture where not only formal coaching occurs but also where coaching becomes a language and

lifestyle—as a means of influencing and connecting with each other.

According to author Thomas Crane, “All members of the culture fearlessly engage in candid, respectful coaching conversations, unrestricted by reporting relationships, about how they can improve their working relationships and individual and collective work performance.”

Let’s examine what companies with a coaching culture looks like!



# READINESS for a Coaching Culture

Organizations are ready to embark on a journey of embedding and sustaining a coaching culture when:

- They are conscious about developing talents, and unlocking human potential.
- They desire their people to have open and honest conversations, that build safe and empowering relationships.
- They inspire learning, growth, feedback and is focused at bringing out the best in others.
- They create opportunities for healthy performance management discussions and workplace challenges to be addressed (e.g. disengagement, mental and emotional well-being, burnout, etc.).
- They encourage their people to bring their gifts, strengths and uniqueness, together with their 10% 'discretionary effort' to bridge the gaps with this overflow.



“A coaching culture all starts with the leader’s willingness to engage in the coaching relationship and to undertake self-reflection, to develop themselves and others”

*Sattar Bawany*

# RESULTS of a Coaching Culture

In general, leaders observed the following results attributed to the culture of coaching in their workplaces:

**45%**

higher year-over-year revenue growth\*

**85%**

of managers who received coaching outperform their peers in agility and resilience\*\*

**70%**

of coachees report improved work performance\*\*

**80%**

of coachees learned new competencies that would support them and the business\*\*

**34%**

more likely to report feeling connected with members of their team\*

Sources:

\*<https://www.betterup.com/blog/benefits-of-a-coaching-culture>

\*\*[https://www.coachhub.com/app/uploads/2021/12/US\\_ROI-of-Coaching.pdf](https://www.coachhub.com/app/uploads/2021/12/US_ROI-of-Coaching.pdf)



“The highest reward from your coaching is not what you get from it, but what you become by it. It isn't what you know that finally counts—it is who you are being.”

# REPRESENTATIVES of a Coaching Culture



**Daily Coaching**  
(Coaching Lifestyle)



**Peer & Team Coaching**  
(Internal Coaching)



**Communities of Practice**  
(Coach Practicum)



**Professional Coaching**  
(Certification & Programs)



**Mentor Coaching**  
(Supervision)





A photograph of two women sitting at a wooden table in a meeting. The woman on the right, wearing a blue top and glasses, is smiling and looking towards the other woman. She has a pen in her hand and is writing on a notepad. A laptop is open in front of her. The background is a brick wall.

## REFLECTIONS of a Coaching Culture

**A coaching culture is present and well-reflected in an organization when:**

- Coaching is linked to business vision, strategy and plans; it is included in leadership competency frameworks, development programs and job descriptions.
- The leaders are engaged in coaching; role-modelling coaching and have made it a clear priority.
- There is a defined coaching process, methodology and flow; which gives birth to a lifestyle that employees adopt in daily interactions.
- Formal and informal coaching are happening across hierarchies; coaching of peers, team members, subordinates and specific job, project or context.
- The workplace looks, feels and sounds like a great place to work; positive solutions-focused vibe, continuous learning and feedback, and celebration of results.

# About Us

In 2013, Coach Mel attended a social enterprise global conference at Kanthari (Kerala, India) – an international institute for social change. Little did he know, that event would change his life.

At Kanthari, he met young budding social entrepreneurs from Africa, as they were there to be trained as agents of change. This was the Catalyst moment that birth this movement.

In essence, Catalyst / kat(ə)lɪst / stands for a person or thing that precipitates an event or change. In short, a conduit of transformation.

**Mel believes “everyone needs a coach... not just high achieving executives”.**

If you are an employee, a team leader, a manager or a senior leader, coaching skills will help with your personal growth, leadership and business outcomes.

Catalyst is on a Mission to Equip 10,000 Coaches over the next 20 years – who will in turn Ignite 10 Million to reach their full potential.

Are you ready to make a tangible difference in your workplace?



**Mel Leow, MCC**  
Catalyst Coach Co-Founder

“A good coach can change a game.  
A great coach can change a life.”

*John Wooden*



## Where Do You Go From Here?

Book a 30-minute session with Mel and Team Catalyst Coach here at [connect@catalystcoach.live](mailto:connect@catalystcoach.live) to evaluate your readiness in creating a customized coaching culture roadmap for your organization!



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“ It’s more than okay to listen to the people you lead – in fact, it’s essential. ”

*Mary Barra*