

## Why Introduce a Coaching Culture into your organisation?

Many organisations are finding it increasingly difficult to recruit, retain and fully engage talented staff and provide a style of management that inspires those with high expectations to make a dynamic contribution and be recognised in a way that builds loyalty and long-term commitment.

### Creating a Coaching Culture

By creating and embedding a coaching culture in your organisation, you will provide a competitive advantage in the following:

- attracting, recruiting and retaining talent
- quickly and effectively on-boarding new team members
- re-energising and fully engaging staff at all levels, leading to increased trust and commitment



Further benefits include:

- a coaching culture driven from the top down as well as the bottom up empowers and generates enthusiasm to contribute and achieve individual and organisational goals
- transformation of leadership and management practices so that people feel more valued
- improved communication through impactful conversations boosts morale
- enhanced team working through shared cultural language and values
- positive real-time performance management through a Strengths First© ethos
- use of inter-departmental **co-active coaching\*** leads to greater co-operation and collaboration
- helps staff at every level to achieve personal and professional growth, aiding career succession
- welds the energy and innovation of the entire organisation to new levels of agility to deal with challenges in a VUCA era



*\* Henry Kimsey-House and Karen Kimsey-House  
Co-Active Coaching: Changing Business, Transforming Lives*

VIP Coaching can help you to introduce the right culture by providing practical coaching skills workshops to your leaders, managers and supervisors in order to increase engagement and performance within your organisation. Workshops and courses can be accredited to nationally recognised qualifications.

VIP Coaching's greatest impact is increasing the effectiveness of individuals, teams and the organisation as a whole. We equip managers coaching skills critical to building a culture of high performance and continuous improvement.

Introducing and embedding a coaching culture is the fastest and most effective way to instil company values, increase employee engagement and performance, whilst building supportive relationships.

### How to find out more

Contact us to find out how VIP Coaching can unlock your people's potential to perform and stimulate greater levels of engagement and innovation.