

# Top 10 Myths about Coaching

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## 1. Coaching is used to fix people and is only for weak performers.

Coaching helps bring out the best in others regardless of their performance level. Coaching helps others develop the capacity to solve problems and work more effectively. The best performers on your team would benefit from coaching.

## 2. Coaching is just a way of getting them to do what I want them to do.

Coaching allows coachees to develop their own approaches to challenges (and to test those approaches for consequences if necessary). Each of us sees the world through our own set of lenses, which may or may not be accurate. Coaching opens the possibilities and develops the coachee.

## 3. Coaching is *only* from the supervisor to the staff member.

You may coach people who report to you, and also your peers, your supervisor, your business associates, friends and even family members.

## 4. Coaching is only for those who are subject-matter experts.

You actually don't have to be an expert in a particular subject area to be a good coach. Carefully focused (generic) coaching questions can overlay any specialized subject area. Effective coaches *have* mastered four important coaching skills: listening, questioning, delivering messages, and acknowledging and celebrating accomplishments.

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## **5. Coaching takes a long time.**

Most coaching sessions are brief and impromptu; they happen in hallways, in the parking lot, or in the warehouse. Are some coaching sessions pre-arranged behind closed doors? Sure, but most are not. Successful coaches begin with the awareness that they are in a “coachable moment.”

## **6. Coaching is over in one session.**

Most coaching sessions take a step toward addressing an issue, and include an action plan to see what needs to be done next. Coaching is usually a gradual, ongoing process involving a series of sessions.

## **7. Coaching is hard to do.**

Coaching is an acquired skill. The more you practice (and the more coaching *you* get!), the better coach you’ll be and the easier coaching will become.

## **8. Coaching won’t work for my type of employees.**

Is your line of work unique? That’s a coincidence...so is mine! Coaching helps people discover their own answers and make plans to take action, and that kind of development is appropriate for anyone.

## **9. I already know how to coach.**

Effective coaching involves a five-step model with four related skills, each with its own nuances. Even master coaches agree that they are continually learning from their coaching experiences; you can, too.

## **10. Coaching will take care of everything.**

Effective coaching brings out the best in those being coached. However, some people may not be ready for coaching; they may just need to vent or they may not be interested in coaching. Consider coaching as one important tool in your performance management toolbox.

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