

To Train or To Coach?

For many managers, that is the question.
What is the best approach to develop your employees?

What's the difference between TRAINING and COACHING?

Training

Consistent message, delivery, and timing
Group interaction
Solves a problem
Closes a "gap"
Meets a need
Consistency for many, efficiency for a group

vs.

Coaching

Self-discovery
Individual attention
Explores perspective, perception, and awareness
Discovers what the "gap" is
Explores multiple options for closing the gaps
Individual, unique path

Benefits of TRAINING vs. COACHING:

Training:

- Baseline learning
- New equipment, software
- Going through change
- New policies, procedures, processes
- New role

Coaching:

- Deeper development
- Fine-tune performance
- Anticipating needs for the future
- A skill required for promotion or growth
- Opportunity to lead others; change of mindset

Best Methods for Both



Training

Improves morale and attitudes through clear expectations
Keeps people competitive in a changing world
Reduces boredom with new skills and knowledge
Reduces risk and waste
Improves troubleshooting abilities



Both Training and Coaching

Increase productivity
Improve employee retention
Increase confidence
Increase innovation
Lead to development on the job.



Coaching

Empowers the leader or employee to set and achieve development goals
Increases engagement and motivation to reach beyond comfort zone
Supports a leader with personal attention and meaningful conversation
Uncovers blind spots and increases self-awareness
Strengthens leadership competencies

