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”
- Consistency for many, efficiency for a group

**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

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