

## Case study: Coaching Frameworks

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### Overview

This member services organisation had a requirement to uplift the skills coaching capability of its managers and team leaders to support the introduction of a new customer contact model for member service agents.

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### Challenge

The key challenge was to provide a solution which would ensure a consistent experience and outcome for member service agents to be coached in the new model.

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### Solution

Michael designed and developed a coaching framework which set out a recommended approach for managing coaching conversations. This comprised a five-stage skills coaching model which was underpinned by flexible toolkit of core skills and situational behaviours which could be used as required in coaching sessions.



Managers and team leaders were trained to understand the intent behind each stage of framework, core skills, and situational behaviours, then invited to consider ways to personalise each to their own communication styles. A key feature was the use of easy-to-remember acronyms for each of the key skills and behaviours which could be easily recalled and applied during coaching conversations.

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### **Deliverables**

The key deliverables for this project were a defined coaching framework, eLearning courses, role-model videos, check-in sessions, coaching checklists, and coach-the-coach activities to develop, practise, transfer, and embed the new skills and behaviours into coaching conversations.

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### **Outcome**

The project delivered a coaching framework and associated training and coaching activities to 12 member service managers and team leaders over a three-month period.

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### **Contact us**

We can design and deliver solutions to support small-scale, standalone initiatives or large-scale programs of work for major implementations. Contact us to discuss your requirements.

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