

## Poor Performance? Coaching is the answer!

Alan Fairweather, "The Motivation Doctor" and a renowned professional speaker, author and coach, shares with us the benefits of coaching. It is finding out the cause of poor performance and discussing with team members how to make it right. Some individuals may respond immediately to coaching and improve the situation, however the improvement may not always be permanent and further coaching is thus necessary.

Fairweather, suggesting coaching to managers, assures that is not a touchy-feely or softly-soft approach. It is simply about telling each team member what part of his behaviour the manager is unhappy with, listening to what the person has to say, and agreeing a way forward. The goal is to achieve a change in behaviour that the person can commit to and this in turn, helps achieve manager's expected results.

Think of a time when somebody, a teacher, parent, boss coached, taught or encouraged you get better at something. When the experience is asked in Fairweather's seminars, as he has found out that the responses are – ***"I felt good – inspired – motivated – pleased – confident – want to do better."*** And that's what you are aiming for in your team.

Find out the six reasons why coaching works:

**1. More productive behaviour.** The first objective of coaching is to resolve the poor behaviour. When done properly, it will be achieved. There are other benefits as well, such as happier customers and more business.

**2. The team member knows what's expected.** Coaching allows you to clarify to the team members what is expected of them. Many managers fall into the trap of 'assuming' that the individual knows what's expected. This is the cause of many examples of poor behaviour. The team member didn't know - *"reports had to be submitted by the 15<sup>th</sup> of the month."* They didn't know - *"they could give the customer their money back."* Didn't know - *"they had to be on time for the meeting."*

**3. The team member is motivated to change** – The only real motivation is internal motivation. Coaching creates the environment where the team member makes the decision to change for himself. This means that the person is more committed to the change and is more likely to happen. It also makes it easier for you as you do not have to 'drive' the person to make the changes.

**4. They know you care** – If you coach, in a structured way, your people will see you as supportive and understanding. They'll know that you're not just 'picking' on them and that you're looking for a win-win situation.

**5. It ensures a happy and motivated team** – That means better results, and you are achieving your outcomes and there is much less stress all around.

**6. Less warning interviews** – If you coach poor behaviour as and when it occurs, then you're likely to have fewer warning interviews. The manager, who ignores poor behaviour, lets the situation build up and then finds himself in the 'warning' situation.

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