

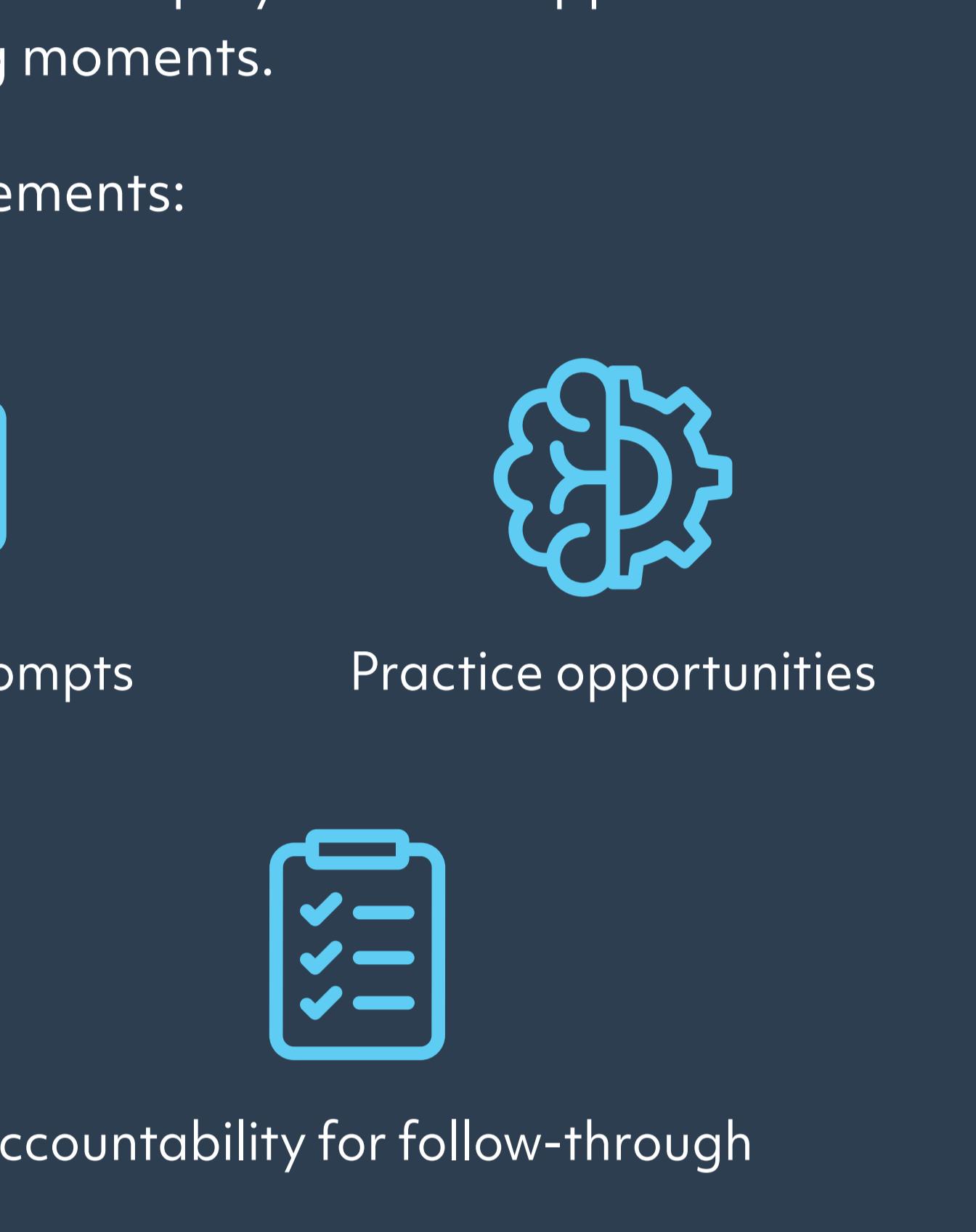
Why Coaching Efforts Stall — and What Moves Performance

What Coaching Should Do

Coaching must drive measurable performance improvement, not just good intentions.

Common Frustrations

- Coaching happens frequently, but performance impact is inconsistent.
- Organizations struggle to build a coaching culture that sticks.



The Real Problem

The issue isn't intent — it's continuity.

Coaching often breaks down because employees lack support between coaching moments.

Key missing elements:



Reminders



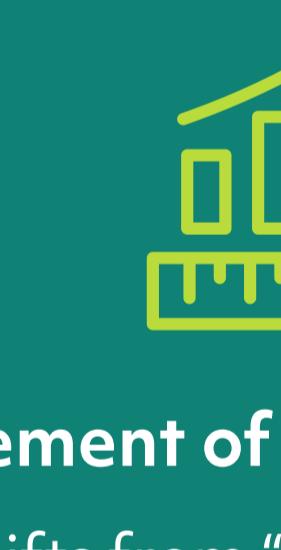
Reflection prompts



Practice opportunities



Time-bound action items



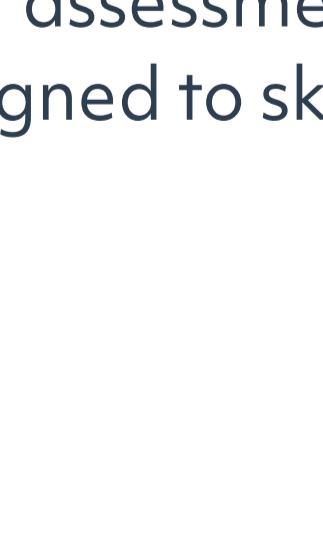
Accountability for follow-through

Myth: Volume = Effectiveness

More coaching conversations ≠ better performance.

Coaching quality matters more than quantity.

Top Blockers to Effective Coaching



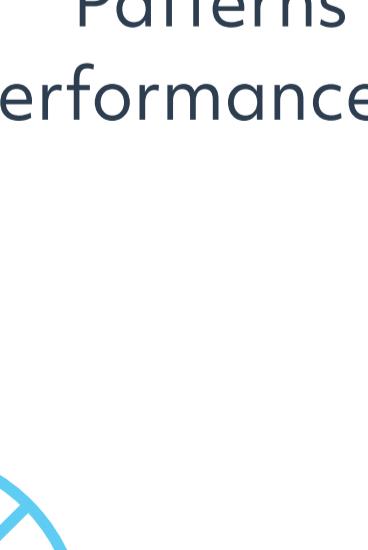
Feedback that doesn't translate to action

Without reinforcement, coaching becomes just talk.



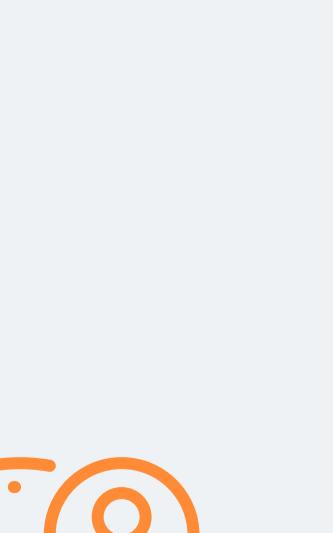
Inconsistency at Scale

Coaching quality varies across teams.



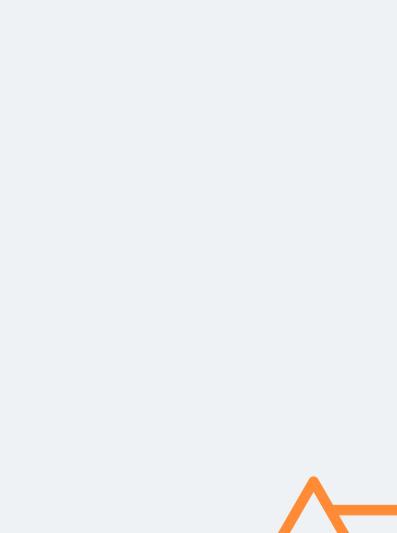
Lack of "In-Between" Support

Employees need support between coaching sessions to sustain growth.



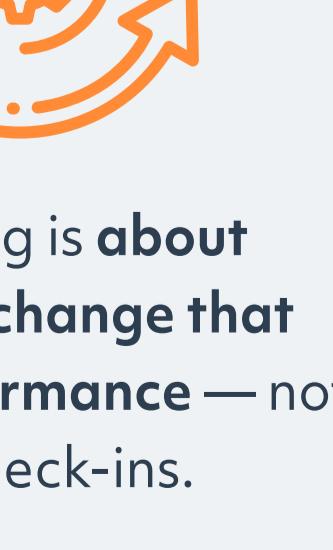
Clear & Observable Expectations

Everyone knows what "good" looks like.



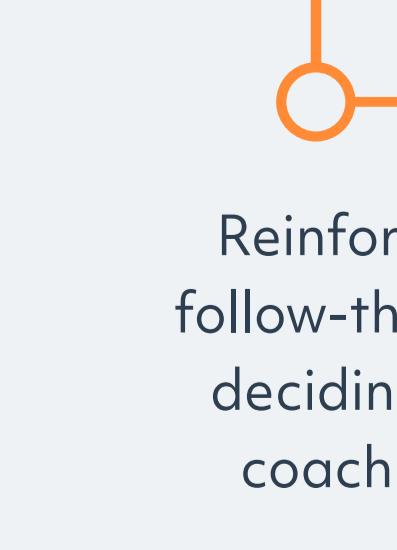
Structured Observation + Feedback Loops

Coaching linked to real work behaviors.



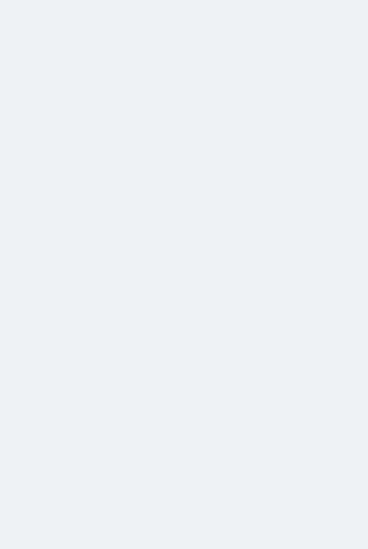
Accountability Through Action

Each rhythm ends with clear commitments and follow-up.

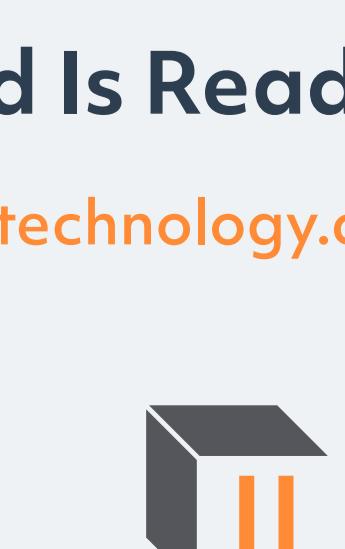


Measurement of Growth Over Time

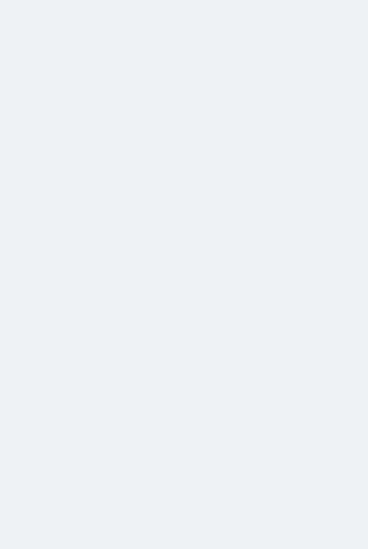
Focus shifts from "how many coaching chats happened" to "what actually changed."



Self-assessments aligned to skills



Manager observations tied to defined behaviors



Patterns in performance data

Progress on development commitments

Correlations to KPIs (e.g., sales results)

A true coaching culture is systematic, measurable, repeatable, and embedded in everyday work.

Reinforcement and follow-through are the deciding factors for coaching impact.

Coaching is about behavior change that drives performance — not just check-ins.

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