

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**.

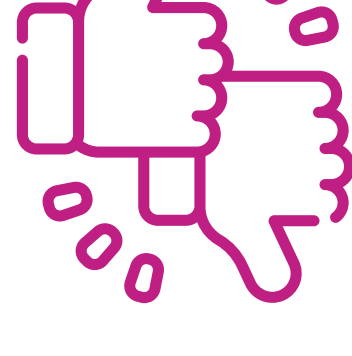
Coaching quality matters more than quantity.

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.

What Strong Coaching Cultures Look Like



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

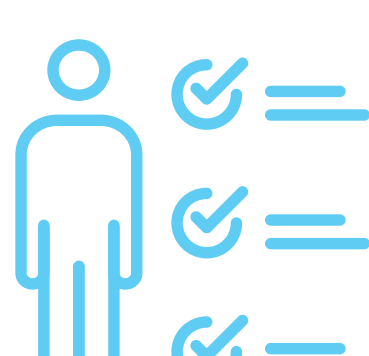
Focus shifts from "how many coaching chats happened" to "what actually changed."

Useful Measures Include:

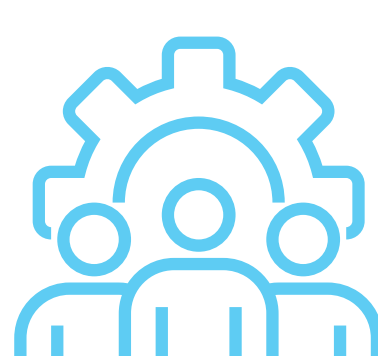
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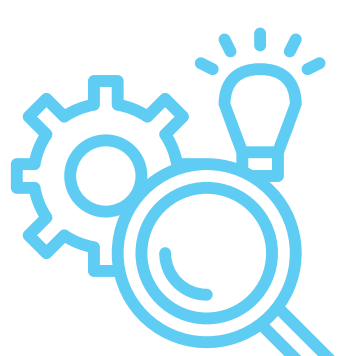
Self assessments aligned to skills



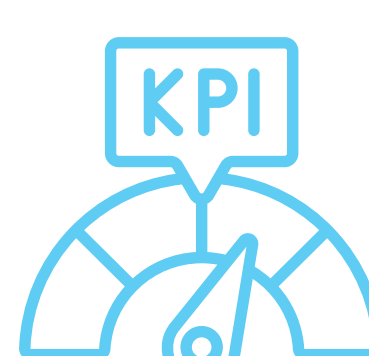
Manager observations tied to defined behaviors



Patterns in performance data



Progress on development commitments



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

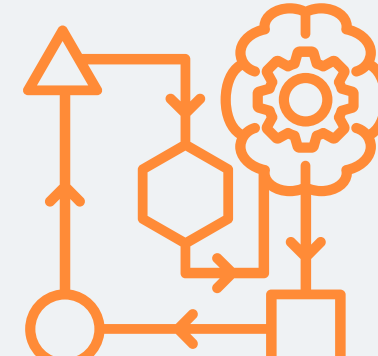
Key Takeaways



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



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



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

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