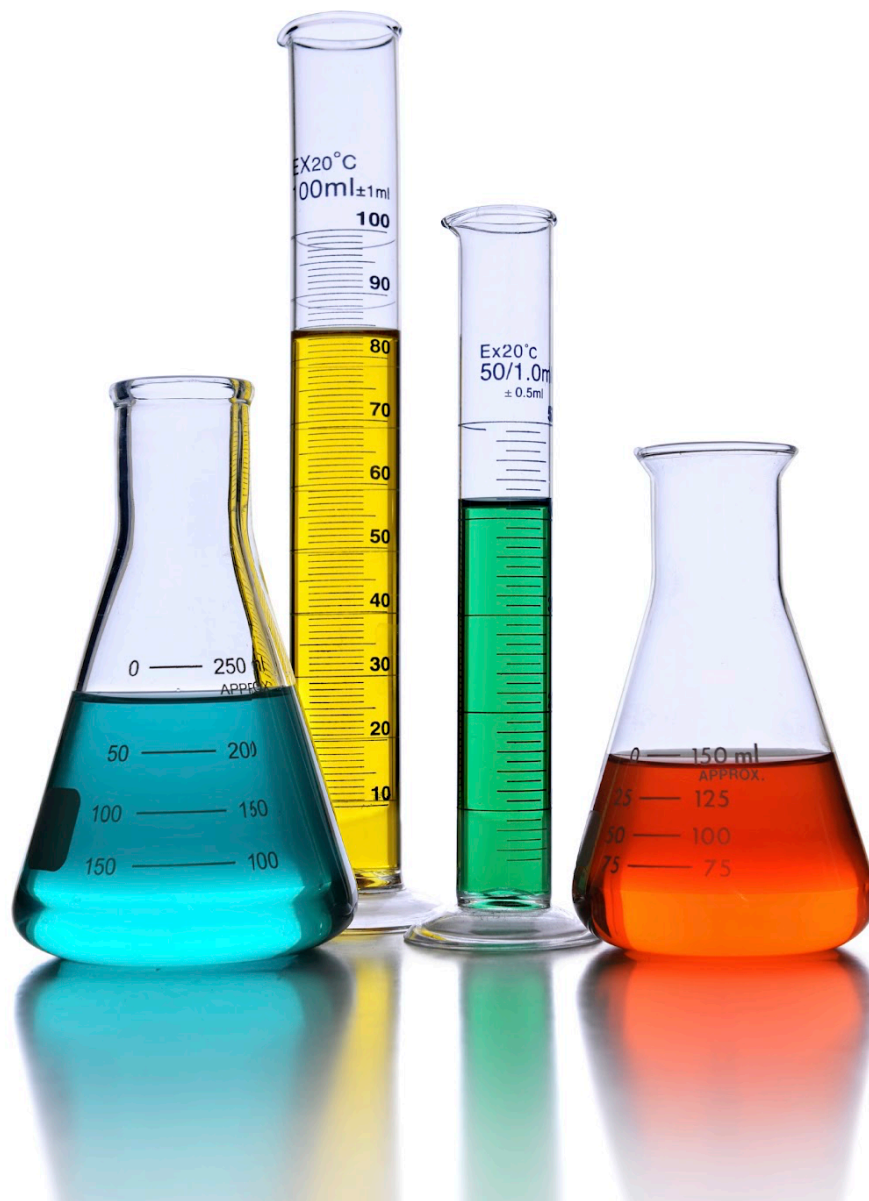Motivation Formula 2015
Annual Management Conference

Coaching for Successful Business Results

Saima Butt, MCC
Riga, 25 February 2015

©

How would you describe what you do at work?
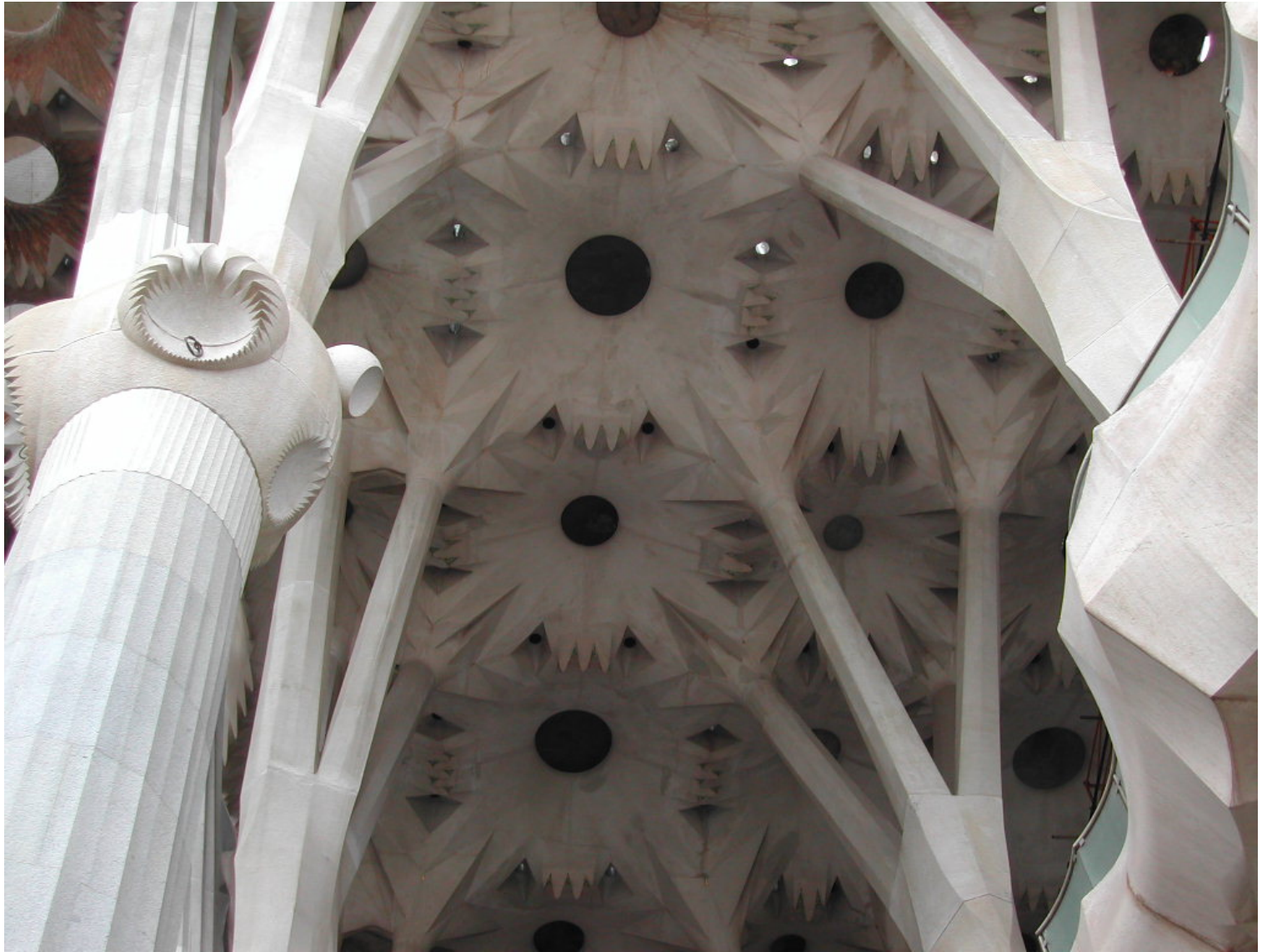
Dilts Logical Levels of Interaction & Change

Purpose

Identity

Values & Beliefs

Skills & Capability

Actions & Behaviours

Environment

Dilts Logical Levels of Interaction & Change

Purpose
what for?
who for?

Identity:
who?

Values & Beliefs:
why?

Skills & Capability:
how?

Actions & Behaviours:
what?

Environment:
where and when?

Sagrada Familia in Barcelona

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Asking six different stone workers building the Sagrada Familia

the same question:

So what are you doing here…. ?

Asking six different stone workers building the Sagrada Familia the same question: **So what are you doing here…. ?**

6. I'm creating a space so people can be closer to God

5. I'm a master mason building this cathedral

4. I'm supporting my family and faith
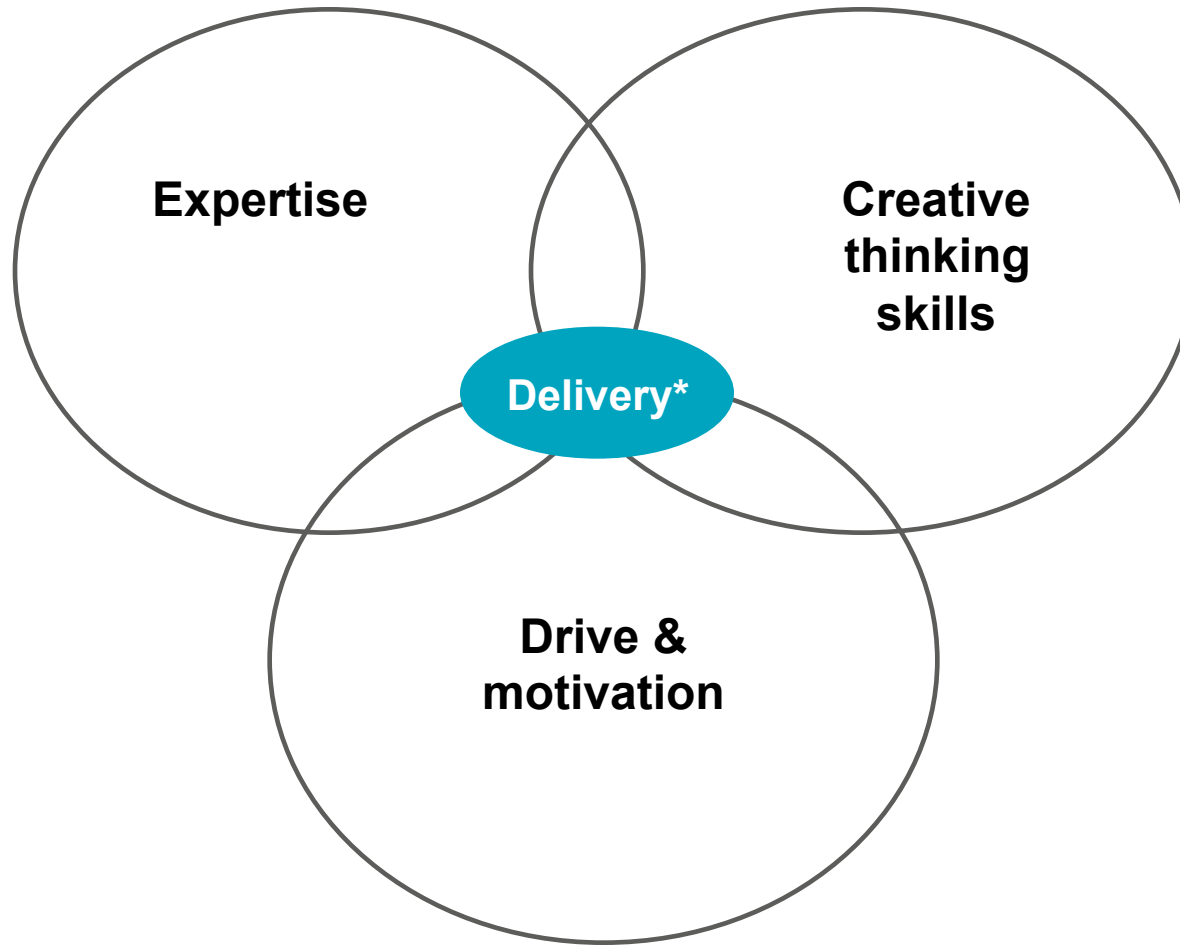
3. I'm using my skill to carve this rock
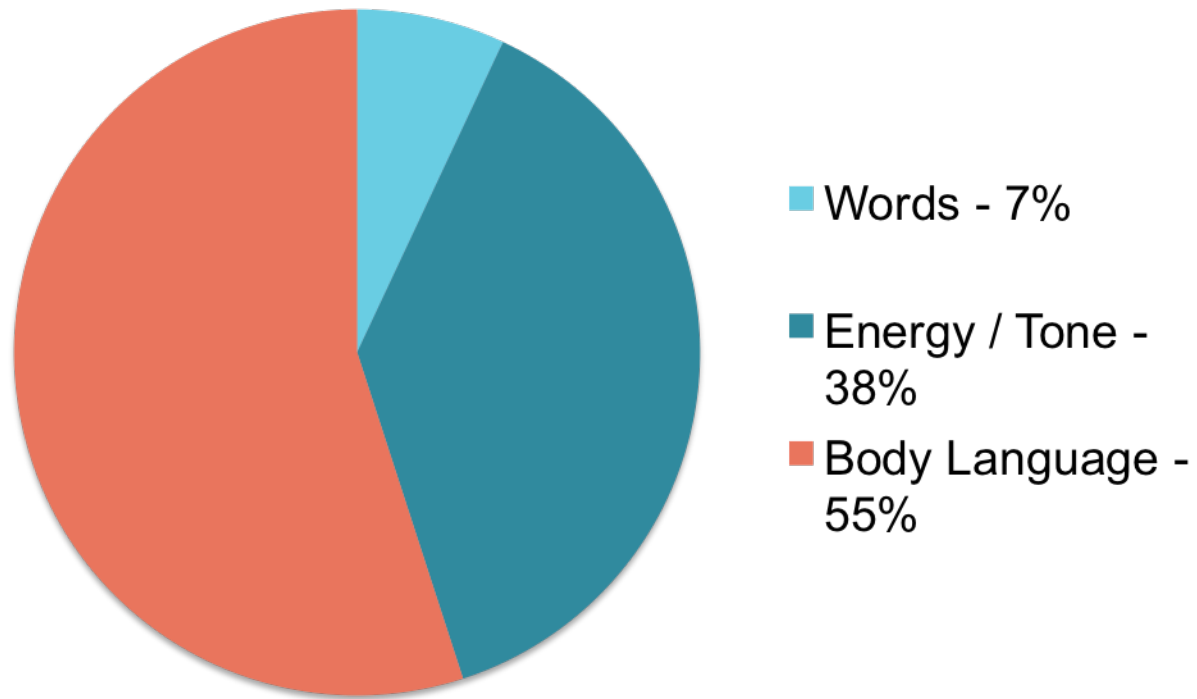
2. I'm hitting this rock obviously…!

1. I'm just putting in my time here

© Dilts

Top performance comes from people who work at
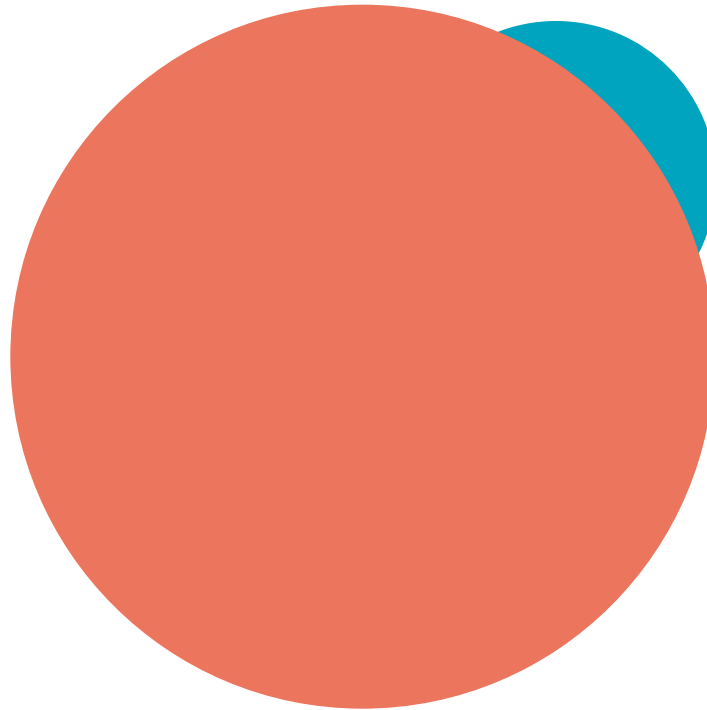Values & Beliefs,
Identity and
Purpose

Amabile: How to Kill Creativity*

Expertise

Creative thinking skills

Delivery*

Drive & motivation

7% - 38% - 55% Rule of Communication

■ Words - 7%

■ Energy / Tone - 38%

■ Body Language - 55%

© Mehrabian & Wiener

Trust ~ Control

Problem A = the problem that needs solving

Problem B = how <u>WE</u> go about solving **Problem A**

Decision Making Filters...

Filters that impact our decision-making

Culture
Religion
Ethnicity
Education
Socio-Economic
Intentions - Motives
Feelings - Emotions
Needs
Geographic locations
Family
Social change
Values
Gender
Race/Ethnicity
Age Geographic Location
Consequences
Gender & Age

What is your purpose at work?

International Coach Federation (ICF) Coaching:

The ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

ICF Coaching Core Competencies:

A. Setting the Foundation
>	1. Meeting Ethical Guidelines and Professional Standards
>	2. Establishing the Coaching Agreement

B. Co-creating the Relationship
>	3. Establishing Trust and Intimacy with the Client
>	4. Coaching Presence

C. Communicating Effectively
>	5. Active Listening
>	6. Powerful Questioning
>	7. Direct Communication
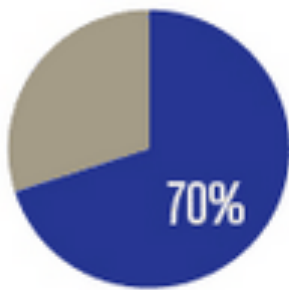
D. Facilitating Learning and Results
>	8. Creating Awareness
>	9. Designing Actions
>	10. Planning and Goal Setting
>	11. Managing Progress and Accountability
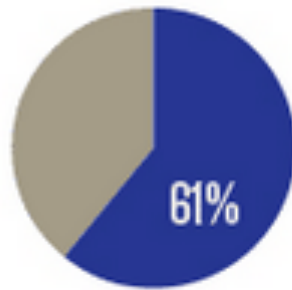
Socrates (c 469BC–399BC) Greek philosopher

"I cannot teach anybody anything.
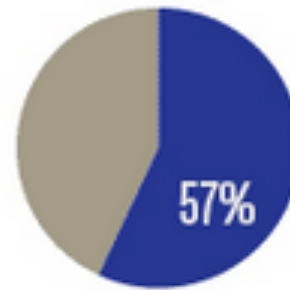I can only make them think"
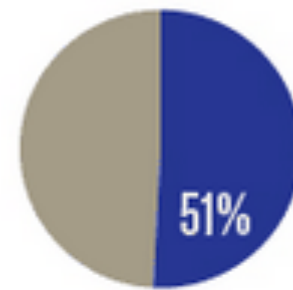
Does Coaching work…?

Increased Productivity

| 70% | 61% | 57% | 51% |
| Improved Work Performance | Improved Business Management | Improved Time Management | Improved Team Effectiveness |

Does Coaching work…?

Positive Employees

80% — Improved Self-Confidence

73% — Improved Relationships

72% — Improved Communication Skills

67% — Improved Life/Work Balance

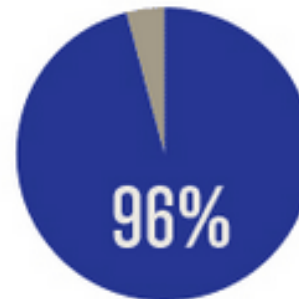www.change-advantage.com

www.coachfederation.org

Coaching works…

86%
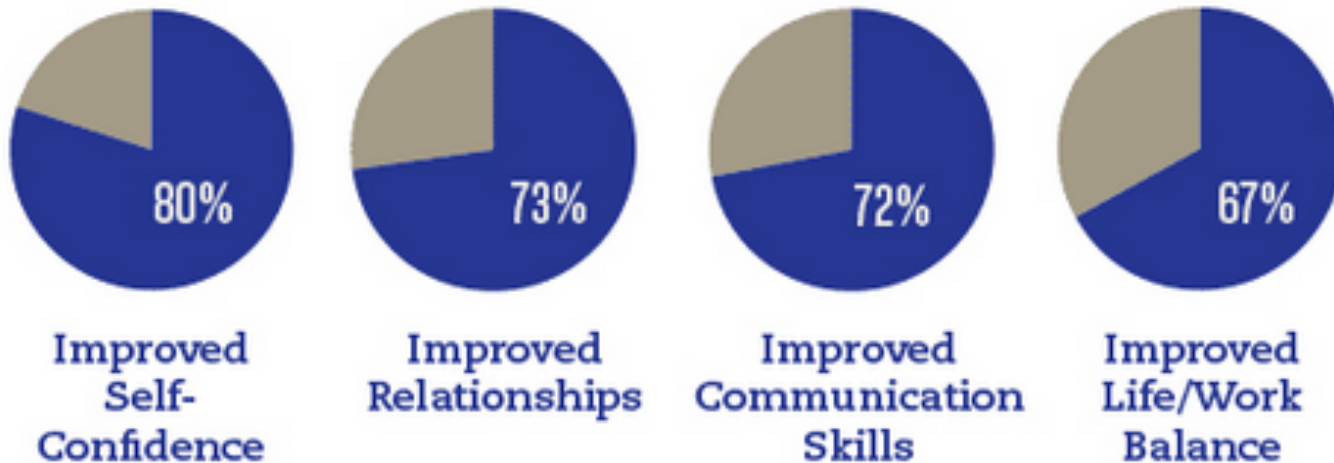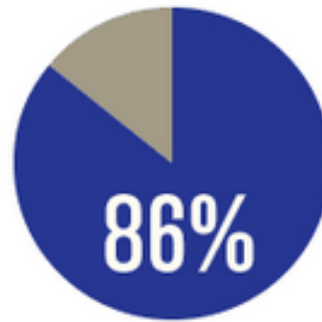
Number of companies who use coaching and said they got their investment back

99%

"Somewhat" or "Very Satisfied" with overall experience

96%

Would repeat the process

www.change-advantage.com

www.coachfederation.org

Socrates (c 469BC–399BC) Greek philosopher

"I cannot teach anybody anything.
I can only make them think"

Coaching dynamics:

Coach ⟷ **Client**

Coaching dynamics:

Coach ⟷ Client ⟷ Sponsor

OUTCOME FOCUSED

1. What do you want?

2. How will you know when you have it?

3. What will achieving your outcome do for you?

4. What gets in the way from you having this?

5. What are you already doing that moves you towards your outcome?

6. What are the next steps?

Maya Angelou

(1928-2014) Celebrated Poet/Novelist/ Civil Rights

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel"

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