



Unlocking Potential

# The A-Z of coaching



Travel through this guide of coaching related references and discover how coaching can help on your journey.



## Accidental Managers

Accidental managers are people employed for a skilled job who also happen to manage people. Coaching skills for managers encourage collaboration and improves communication, relationships, teamwork, problem solving and strategic thinking.

# B



## Blind Spots

Blind spots can impact on your performance and goals. Coaching helps develop self-awareness and can bring the system into your strategic planning to help identify and remove hurdles and deliver success.



## Collaboration

Collaboration is replacing the outdated command and control leadership style. Coaching for a collaborative culture promotes corporate agility, teamwork, improved communication, enhanced problem solving and is important for driving creativity and innovation.

# D



## Disconnects

Disconnects are possible everywhere and can lead to dysfunctional behaviour. Coaching for relationships, change management and creating a sense of belonging are all vital when looking to overcome internal and external challenges.



## Employees

Linking your people to your strategy will contribute to organisational growth. Coaching can help connect them to your vision, values and equip them with transferable skills to help meet tomorrow's challenging demands.



## **Fulfillment**

Coaching is about reaching for and achieving fulfillment. Helping to improve self-awareness, set goals and develop potential, coaching builds confidence, commitment, accountability and resilience, while also working on lateral and creative thinking.



## Generational Workforces

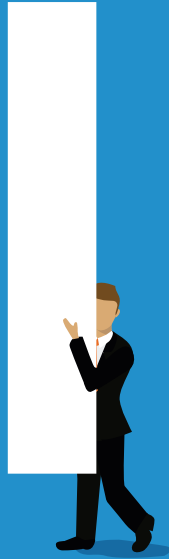
Generational differences are real and complex. With workforces becoming more diverse, coaching can help understand each generation's needs and build greater mutual understanding, trust and appreciation to deliver real inclusivity.





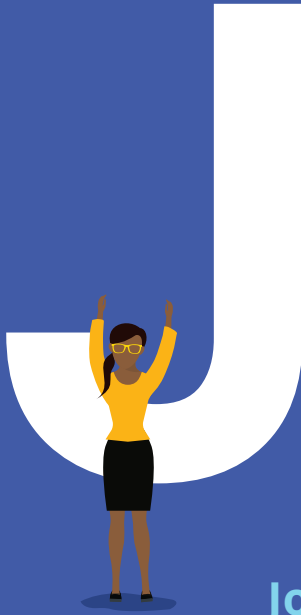
## High Potential Employees

Coaching for succession planning, future leaders and high performance in individuals and teams is pivotal in creating long-term and sustainable change. Supporting the ongoing development of your talent improves motivation, retention and engagement.



## Innovation

Coaching an individual or team creates space for original thinking, value creation and the courage to experiment and try new things. It helps develop confidence, courage and adaptability in the face of change.



## Job Satisfaction

Employees need purpose, opportunity, autonomy, success, appreciation, wellbeing and leadership. A coaching approach helps achieve this and define a positive workplace culture where people are attracted, engaged and connected with the organisation.

# K



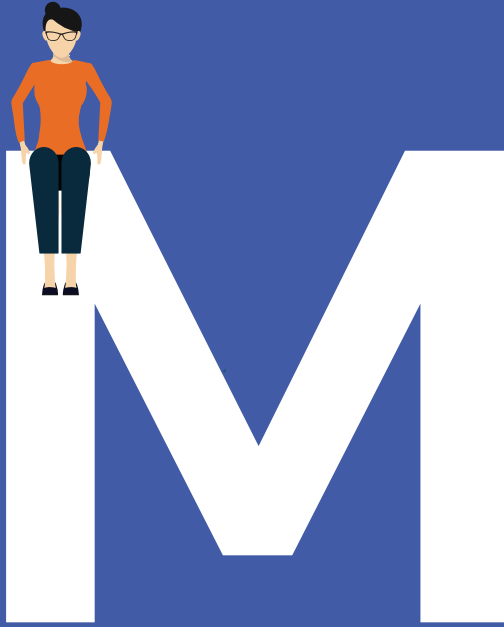
## Knowledgeable

There is never a point when you know everything and there is always something new to learn. Coaching helps unlock and harness knowledge to be creative, bring fresh thinking and solve problems.



## Leading by Listening

Active listening profoundly fosters deeper connections, meaningful relationships, greater self-awareness and trust. A key coaching skill for leaders and managers, it helps to develop engaged, motivated and higher performing teams and individuals.



## Mindset

A coaching style of management can promote a growth mindset among direct reports and team members. Influencing behaviour, coaching can boost self-belief, encourage a can-do attitude, improve productivity and overcome resistance to change.



## Negotiation

Negotiation is key when faced with difficult, uncomfortable conversations which can become confrontational. Coaching skills include empathy, constructive communication skills, objectivity, understanding and enable you to focus on adding value to your discussions.



## Office Dynamics

Employee happiness and engagement are often driven by office dynamics and workplace culture. Replacing annual appraisals with regular performance conversations and developmental feedback will help cultivate trust, psychological safety and positive behaviours.





## Performance Development

Performance development, rather than management, offers numerous benefits. Based on a culture of continuous feedback, these coaching conversations drive engagement, focus and productivity and can shift individual, collective and organisational mindsets.



## Questioning

A coaching approach is built on listening and questioning, Questions unlock potential and answers and offer a valuable way of facilitating change, working through problems and thinking about the outcomes you want.



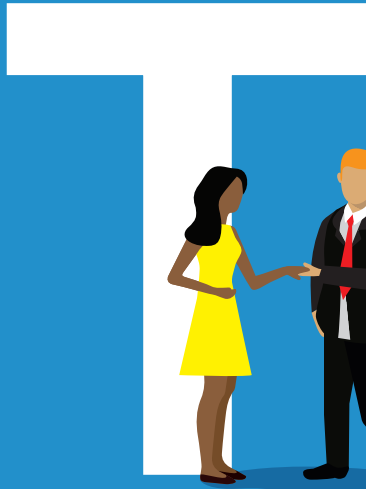
## Resilience

Individual and organisational resilience are a priority. Resilience coaching will help make you and your clients change ready, identify vulnerabilities, avoid burnout and be better able to deal with risks and resistance.



## Stakeholder Relations

Greater stakeholder complexity means organisations must prioritise the customer experience and wider ecosystem. By creating integrated people strategies, you can pay attention to today's needs, while investing in what customers will value tomorrow.



## Teamwork

From aligning disparate teams, improving ways of working, to building psychological safety, team coaching helps bond and integrate new teams, strengthen relationships and clarify purpose to make high-performing teams even more effective.



## Unstuck

Held back by self-limiting beliefs, fear of change or ways of being, coaching helps you get unstuck. Creating space to think, it helps make issues clear and to find a way forward.



## VUCA

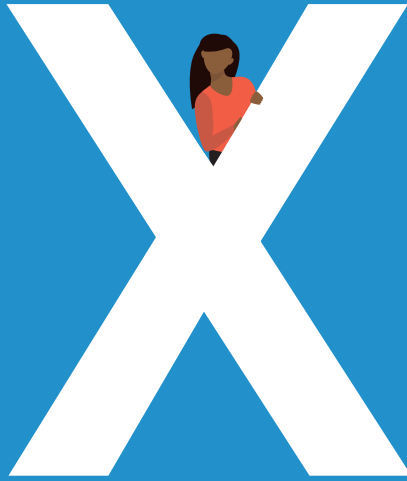
This digital era is volatile, uncertain, complex, and ambiguous. Coaching equips you with the ability to problem solve, think laterally, collaborate, lead, set goals, plan and find ways to effectively navigate change.



## Wellbeing

Burnout, stress, anxiety and depression drain our productivity. Coaching has great potential to counteract this by supporting the health, work and physical or mental wellbeing of your employees and to promote better self-care.





## **Xyresic**

A coaching culture or approach provides you with clarity, meaning and a razor-sharp focus on what is important in your people and wellbeing strategies when striving for excellence and sustainable success.



## Young Professionals

A disconnect between education and employment means young people can lack strong interpersonal skills. Coaching helps them develop these employability skills, so they are prepared for working life and leading in the future.



## Zenith

To be a true employer of choice, you must champion your people and their contribution. Coaching underpins a strong people strategy and will help you and your people realise their full potential.

## **The Academy of Executive Coaching**

(AoEC) offers professional accredited coach training alongside coaching-based services for organisations.

Providing training for individuals or for groups in-house, AoEC programmes are suited to different career levels and areas of expertise. Its Diploma and Certificate courses are also supported by a range of workshops

and masterclasses to aid ongoing professional development for coaches, HR and L&D professionals, young professionals, managers at all levels and organisational development specialists.

The AoEC's consultancy services are accessible to organisations and feature a range of tailored solutions and products that can help address a multitude of issues facing businesses today.

Contact us for a conversation:

**AoEC**

8 Northumberland  
Avenue  
London  
WC2N 5BY

Tel: +44 (0) 20 7127 5125  
info@aoec.com

**www.aoec.com**