



# Coaching at scale

Empowering action

experience expertise

In an increasingly complex world. Moving the bottom-line and having a profitable business becomes increasingly about performance as behaviour. In short, happy, engaged and empowered employees is equal to your profitability and long-term sustainability of your business. The foundation for this is psychological safety and true leadership and direction. The essential skill to succeed is coaching at scale and drive up organizational performance and profitability.

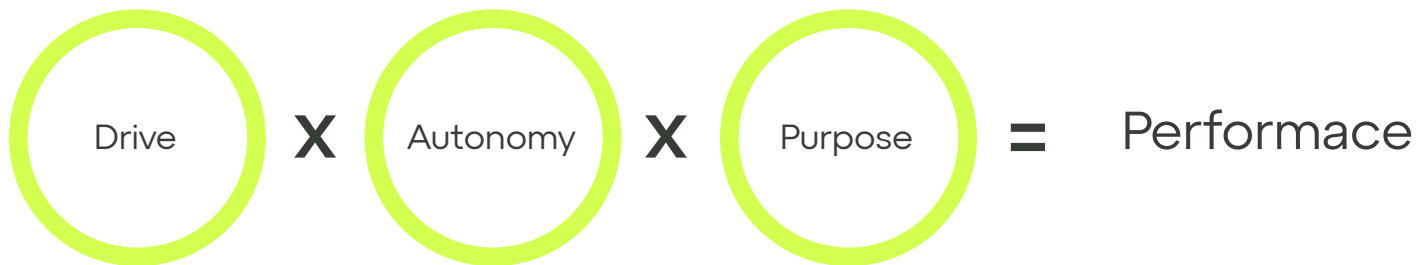
## What is coaching at scale?

Coaching is a more and more sort after skill in today's modern leadership. It is the essential ingredient for management of self-management, and the essential skill to level up your emotional intelligence.

Regardless of the situation: whether you are working agile, waterfall or if you are a football team. The ability to motivate, coach and work with people's mindsets overcoming limiting beliefs is the key to success.

Coaching is the proven approach for building and supporting self-managing individuals and teams, helping all achieve more autonomy, skill, and purpose.

Coaching at Scale is about guiding an organization towards its own goals and helping them discover what they already know and empower them to action towards a common goal and vision.



Foundation of coaching

# 71 %

of employees value emotional intelligence (EQ) over IQ

#1 Rule of profitability in late modern management

Behavior  
=  
Performance

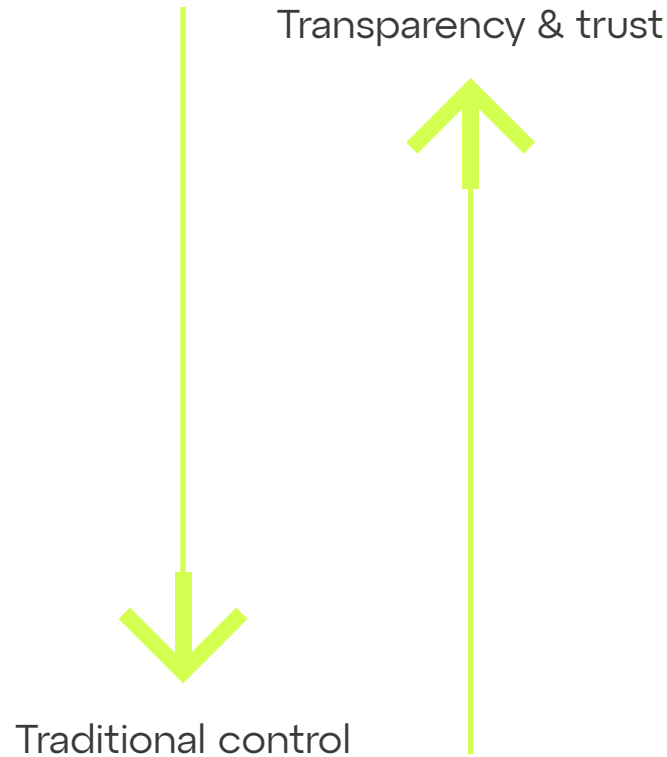


# Embrace transparency and learn to support team performance for organizational growth

One of the key challenges when developing an empowered organization is that we need to substitute traditional control mechanisms for transparency and trust.

The change in dynamic control from ultra-control risk management in traditional ways of working (waterfall) to the transparency of work and progress and throughput whilst bringing countless increases in efficiency gain and improved time to market.

This change in control presents an emotional challenge for most management teams that need to be coached on how to embrace the changes and realise the control change isn't a loss of control or high risk but in fact the opposite through ultra transparency. The emotional impact is largely due to their career success paths being linked to a different way of working (waterfall).



# Impact of coaching

Coaching is a catalyst for big organizational and cultural change working with mindsets to create deep change to increase the overall performance of the organization

There are many benefits from coaching. It strikes the right balance between push and pull, and helps people and organization to discover their own power within while supporting them and motivating them to reach their goals. To the right we see six of the key benefits when working at scale.

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## Situational – honoring the past, moving forward

No real change happens in a vacuum. All real change has a specific context and history that must be honored to move forward. This is true for humans as well as organizations. Any solution requires pragmatic and contextual answers based on.

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## Sustainable growth – teaching a man to fish

Also referred to as coaching the coach, one of the critical elements in coaching is teaching individuals, teams and organization to become self-coaching and thereby self-reliant. This is at the heart of managing self-managing teams, but it is also a huge benefit any kind of organization that seeks more engagement and initiatives from their work force.

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## Human-centered approach as catalyst for change

Coaching is a tried and true human-centered approach rooted in the deepest respect for people and their own ability to solve their own issues and develop better social strategies for dealing with problems. The approach works like a catalyst for change.

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## Method and framework agnostic

Coaching starts where you are and is always natural towards any framework or method. This makes it independent from agile, stage gate or any other organizational method or framework. This allows us for great flexibility to improve your organization and address the right problems in a human-centered way.

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## Dealing appropriately with hybrid framework

In addition, because coaching is framework neutral it also deals more effectively with hybrid organizations that have both elements of agile and traditional management. In reality, most organizations are some form of hybrid. Coaching deals with that pragmatically.

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## Uncovers blind spots and disrupts limiting beliefs on all levels

Real change comes from discovering and working actively with limiting beliefs. These are often invisible and hidden and limit our possibilities without us knowing collectively. Coaching helps uncover these blind spots and challenges the dogmatic organization to move them forward and grow.

# Steps in coaching

We can support at any level for in any chapter of your agile journey

We offer a fit for purpose coaching all types of organization.

1

## Assess problem and build trust

Coach meets with sponsor and key stakeholders to assess and discuss the current challenge of the organization. The first part of the journey is about build trust and exploring the problem beydong its surface level.

2

## Set overall transformation and learning goals

minor transformations needed. It is in other words a meta-transformation that encompasses alle the individual, team and management transformation needed to address the problem. To make it tangible this always translated into tangible outcomes, learned goals and concrete behavior change that can observed once completed.

3

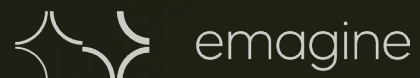
## Coaching on goal setting and sustainability

Clasical example are future pacing or eco check, which aims to explore the situation and make coachee able to feel empowerment: find own actions and act on them.

4

## Coach the coach

We coach and mentor relevant leaders on coaching, so that they are able to sustain the change and work with coaching and bottom-up management on their own. In the true spirit of coaching we end by giving tools and mindset to sustain and act on future change based on the principles of coaching.



# Want to know more?

Get in touch

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