

FIVE INVALUABLE LESSONS FROM
PROFESSIONAL SPORTS COACHES
THAT DRIVE BUSINESS RESULTS

WEBINAR





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Cohen Brown Management Group

Over 30 years of experience
Behavior change experts
Our clients get results!



Cohen Brown Management Group

**If you could get managers to do just one thing well
that would have the greatest impact on
performance, what would it be?**

COACHING!



Coaching Can Make A Huge Difference In Results!



Why Traditional Coaching Efforts Have Failed

- **Over-emphasis on numbers and plans coaching and not enough emphasis on observations and skills coaching**



Sports Analogy



Why Traditional Coaching Efforts Have Failed

- **Over-emphasis on numbers and plans coaching and not enough emphasis on observations and skills coaching**
- **Over-emphasis on collaboration and motivation and not enough focus on advice**



Every Coaching Session Needs to Have an Outcome in Mind

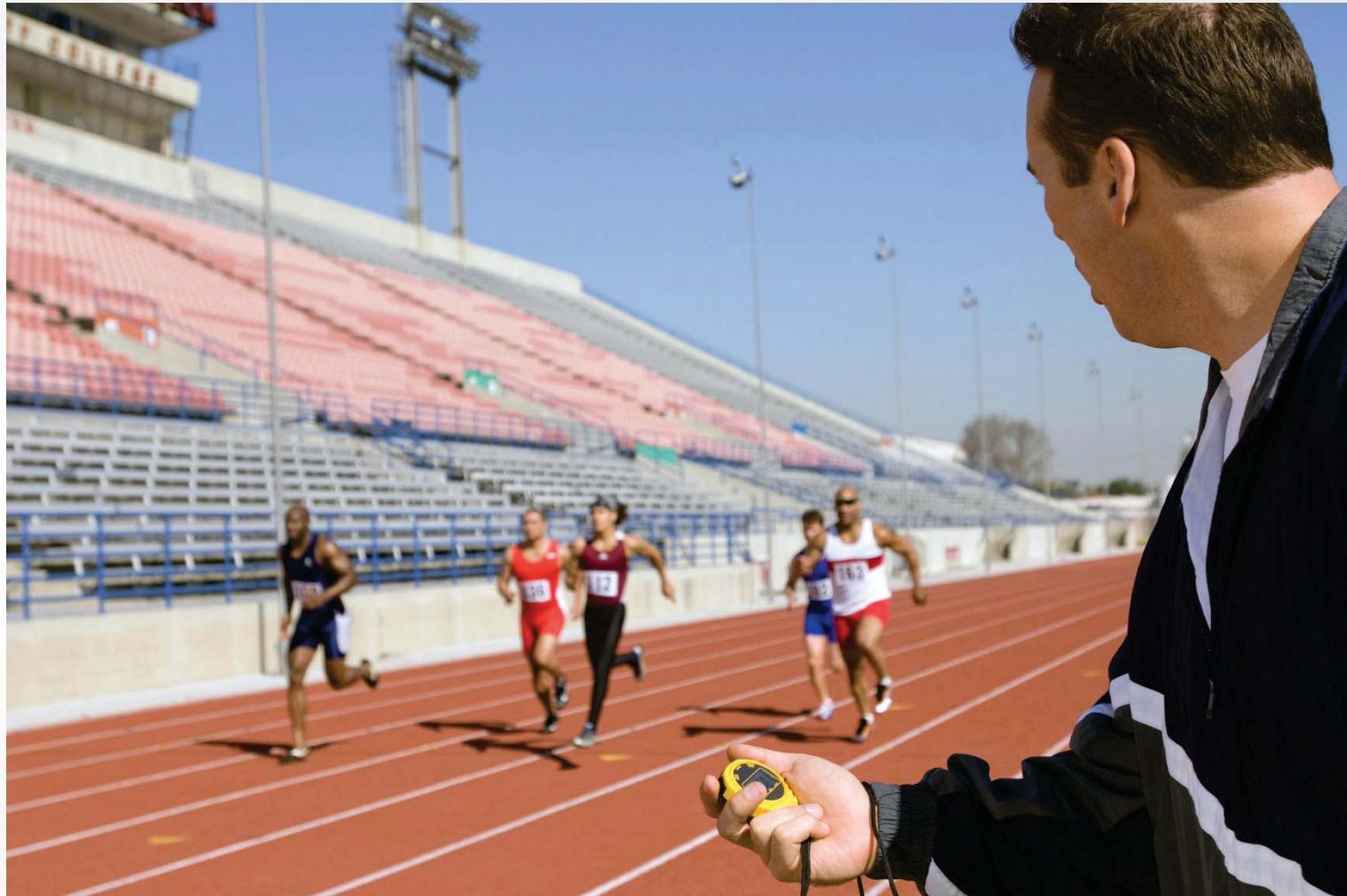


Why Professional Sports Coaching?

- The ultimate form of performance coaching
- *Transferable* best practices that apply to business coaching
- A proven model that works in athletics and business



Five Invaluable Lessons from Professional Sports Coaches that Drive Business Results



1. Observe

- It's impossible to effectively coach if you don't know what's really going on
- Observe in practice and the game to see and hear what's really happening
- Pre-position the player prior to observing
- Get granular in your observations



Paige Scott

Senior Vice President
Central Bank of the Midwest



Paige Scott – Central Bank of the Midwest

- In the past, coaching was a weekly discussion
- A revelation with Sports Coaching was the importance of observing
- Sports Coaching taught us How To observe



Paige Scott – Central Bank of the Midwest

- To avoid being overwhelmed, focus on observing the few most important skills for improving results
- Observation increases the coaches credibility and effectiveness and the employee's receptivity to receiving feedback



Paige Scott – Central Bank of the Midwest

- Example of the importance of observation



Key Take Aways

- **Conducting observations builds the credibility of the coach – if the coach knows what they are observing**
- **Observations improve the effectiveness of coaching**



2. Provide Precise and Candid Feedback



2. Provide Precise and Candid Feedback

- Observation without feedback is worthless
- Feedback must be accurate, granular, value-added, honest and tactfully delivered



Provide Precise and Candid Feedback



Observing and providing precise and candid feedback is critical to shed light on areas for improvement and must be followed with *how to improve*



Hitch video clip



Key Take Aways

- **Don't take the employee's "word for it" – have them show you**
- **Always give "precise" candid feedback**
- **You must help build the skill**

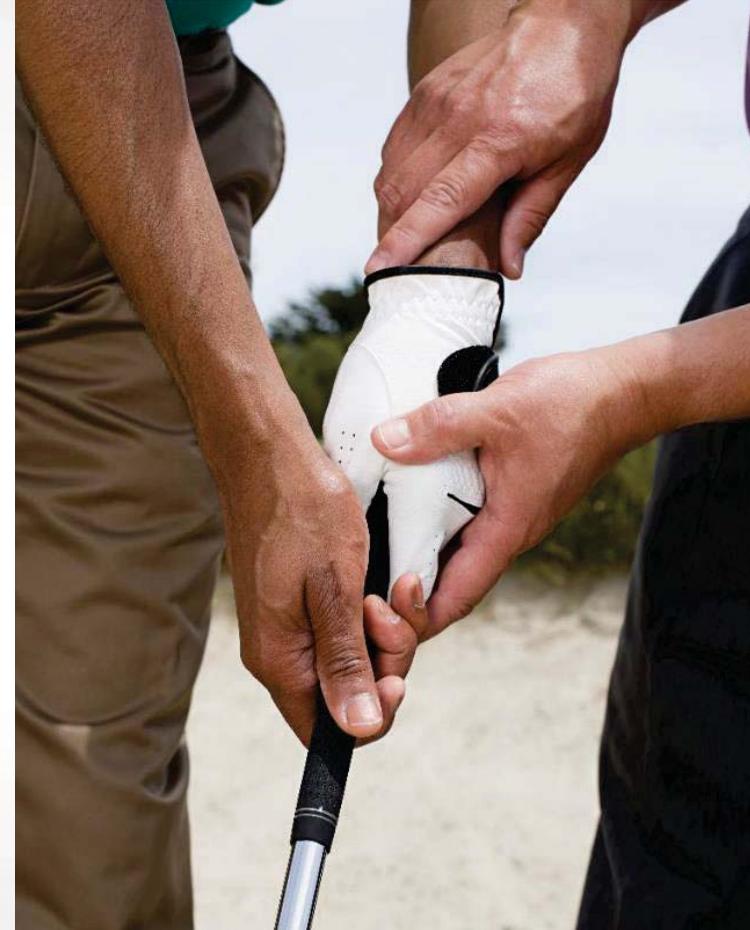


3. Build Skills



3. Build Skills

- **Coach articulates and demos specific skill**
- **Player tries it**
- **Coach provides feedback**



Sarah Lindstrom

**Executive Vice President and Regional President
Santander**



Sarah Lindstrom – Santander

- **Prior to Sports Coaching we missed creating specific action plans**
- **Managers did not know how to build skills**
- **Sports Coaching taught us the four steps of skill building**



Sarah Lindstrom – Santander

- **Performance practice enables focused and consistent practice**
- **Manager and banker confidence and capability has increased**
- **Strong correlation between use of Sports Coaching techniques and high performance**



Key Take Aways

- **Observing and giving feedback without showing them how to improve is virtually worthless**
- **In order to build skill, you must continually practice**



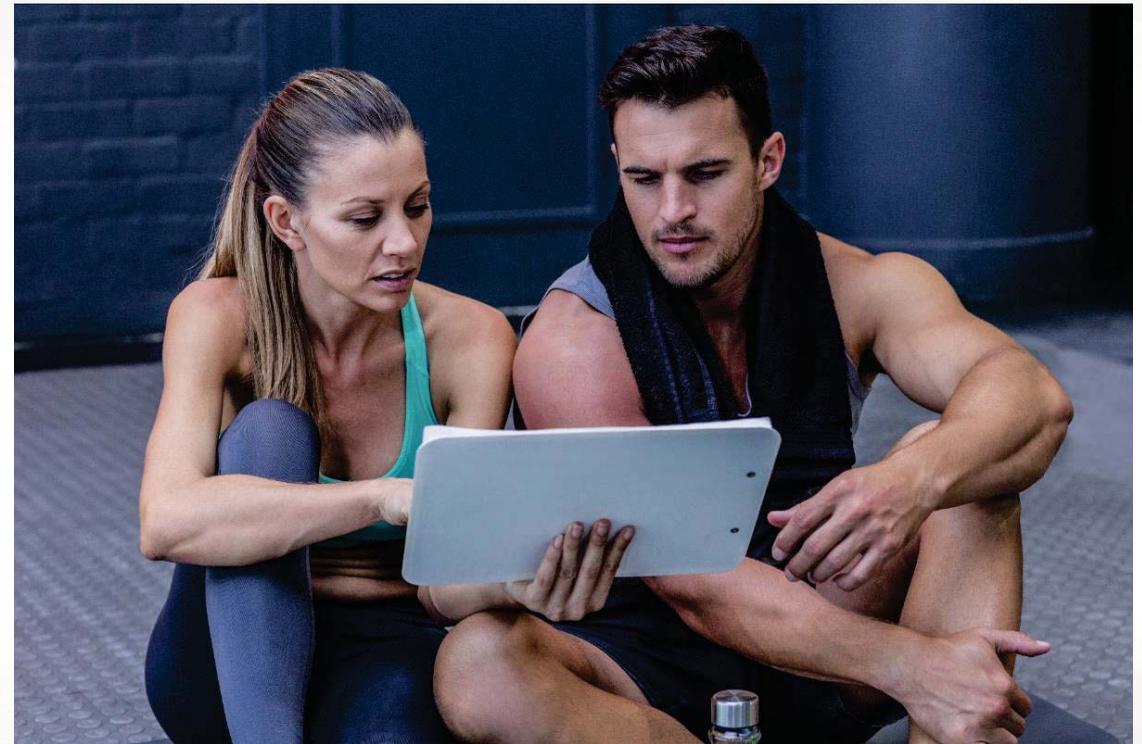
4. Maximize Receptivity

- Coaches care and want to help players maximize performance
- Pre-position your coaching
- Explain the benefits to players, clients and the firm



5. Follow Up

- Follow-up is a motivator
- It significantly increases the odds of new behaviors being implemented
- And clarifies priorities
- You need to follow up in a timely fashion



FOFU = Fear of Follow-Up



Follow Up Because You CARE



Terri Occhionero

National Manager, Training and Performance Coaching, Collections

Royal Bank of Canada



Terri Occhionero – Royal Bank of Canada

- Prior to Professional Sports Coaching for Business our follow-up was inconsistent
- Many managers had a fear of following up
- With Sports Coaching our managers learned *How To* follow up and use a coach's log



Terri Occhionero – Royal Bank of Canada

- Professional Sports Coaching for Business increases:
 - High performance
 - The trust and relationship between managers and their team members
 - Employee engagement



Key Take Aways

- **Follow Up is typically inconsistent because of the Manager's Fear of Follow-Up**
- **Managers may also have a Fear of Coaching**



Five Invaluable Lessons from Professional Sports Coaches that Drive Business Results

- 1. Observe**
- 2. Provide Precise and Candid Feedback**
- 3. Build Skills**
- 4. Maximize Receptivity**
- 5. Follow Up**



Ask Yourself These Questions

- 1. How often do your managers provide feedback following an observation?**



Ask Yourself These Questions

- 2. How fearful would you say your managers are at providing honest, candid feedback?**



Ask Yourself These Questions

3. How frequently do your employees practice?



Ask Yourself These Questions

- 4. How good are your managers at following up and “inspecting what they expect”?**



Ask Yourself These Questions

- 5. How confident are you that coaching interventions in your organization are positively impacting results?**



Khoo Chock Sean

Executive Director
UOB Malaysia



Khoo Chock Sean – UOB Malaysia

- To achieve peak performance we needed more than robust sales management and state-of-art analytics



Khoo Chock Sean – UOB Malaysia

- We were good at telling teams to cover shortfalls and meet targets
- We were good at asking for more activities



Khoo Chock Sean – UOB Malaysia

- The missing element was going to the ground and fixing the productivity problem
- Our sales leaders were the key to our problem, and our solution



Khoo Chock Sean – UOB Malaysia

With Professional Sports Coaching we've now developed our sales leaders to be coaches who:

- **Go to the ground to observe key behaviors that will lift sales and enhance revenue**
- **Provide observational feedback**
- **Use a structured approach for skill building**



Khoo Chock Sean – UOB Malaysia

Professional Sports Coaching:

- The results have been incredible
- Giant strides in productivity and market share
- Consistent performance irrespective of market



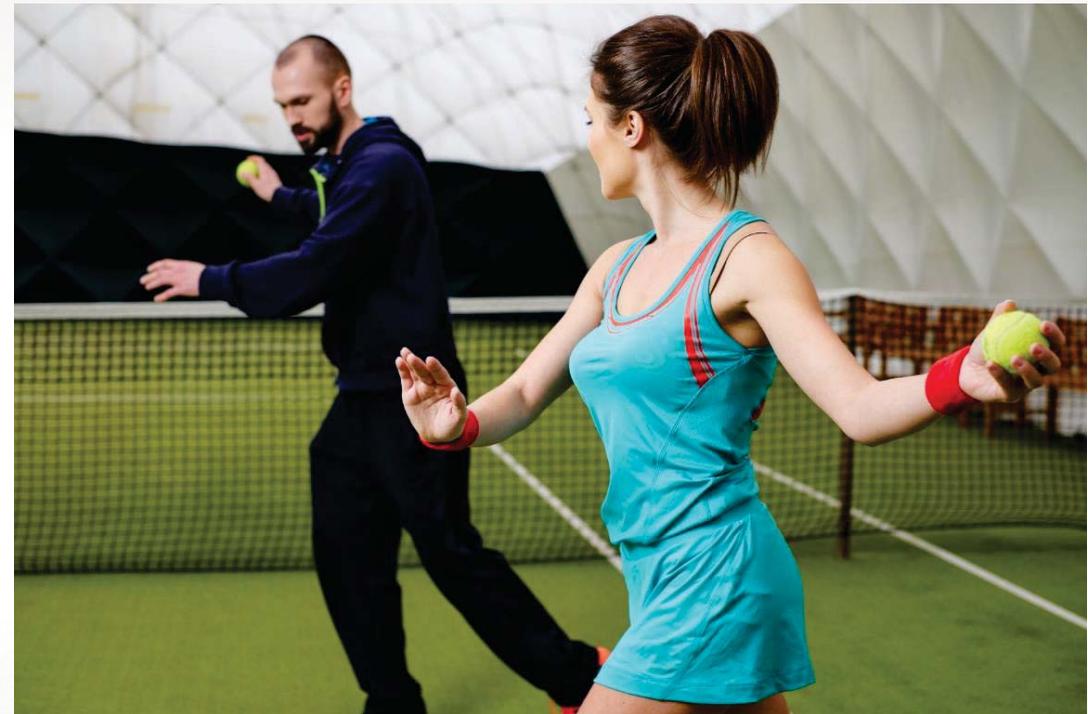
A Key Take Away

- **Consistency is the Key!**



Professional Sports Coaching for Business

- Teaches ***transferable*** proven best practices from professional sports coaching ***adapted*** for business



Five Invaluable Lessons from Professional Sports Coaches that Drive Business Results

Q & A



Our Follow-Up to Assist You

- **Complimentary 30 minute coaching assessment consultation**
- **Demonstration of how innovative firms are creating a true practice culture**



Thank You

Email: info@cbmg.com

www.cohenbrown.com

