

Top 10 Reasons for Entering a Coaching Relationship.

The most frequent reasons leaders enter into a coaching relationship are:

1. **Developing Collaborative Leadership**—learning to get results *with* others rather than *from* others, managing lateral relationships, inspiring others' commitment, learning from others' experiences, seeking common ground, maintaining the self esteem of others, celebrating and endorsing
2. **Leveraging Stylistic Strengths and Overcoming Limitations**—understanding one's personal communication style, learning to discern the styles of others, using communication style strengths for maximum impact, overcoming style limitations.
3. **Coaching and Developing Others**—inspiring and supporting others' development of unrealised potential, fostering sustained high levels of commitment and performance, coaching others to be self-managing and self-initiating
4. **Fostering People who are less Capable or less Committed**—learning to suspend critical judgments of others, developing patience and willingness to develop others, overcoming fear and resistance to change, developing winning attitudes in others
5. **Becoming a more effective Communicator**—communicating clearly and compellingly, using humour effectively, using stories and metaphors to deliver powerful messages and inspire the commitment of others, maintaining an easy style of relating to others
6. **Developing a Compelling Personal Presence**—maintaining a positive and forward looking perspective, developing and maintaining credibility, demonstrating trust in others, maintaining self confidence in trying times, maintaining awareness of self and others in interactions, being someone whose ideas are sought out and who seeks out the ideas of others
7. **Fostering Change Agility**---supporting others to learn to manage change, even thrive on it, and not be overwhelmed in the process; to seek opportunity, learn new skills, pursue varied job assignments, and continually identify new ways to add value to the business
8. **Inspiring Commitment**—using the power of leadership and communication to energise others to take more purposeful, effective actions for themselves and the organisation, aligning personal goals with organisational goals and developing the capacity for continuous learning
9. **Fostering Workplace Inclusiveness**—learning to manage one's attitudes, developing tolerance for differences in perspective, developing collaborative skills, learning to flex one's communication style to better relate to the diverse styles of others, learning to trust group synergy
10. **Preparing to Assume Greater Responsibility**—expanding the scope of one's vision, understanding what's required of leaders at different levels of the company, overcoming anxieties about greater responsibility, developing influencing skills, enhancing strategic thinking skills, planning for succession.