

## Questions clients ask us about team coaching

### 1. 'What is team coaching?'

We see team coaching as *'Coaching the whole team and its leader over time to increase connections, communication, and collaboration within the team and its wider context and to improve team effectiveness and performance. We work towards agreed outcomes and goals, informed by stakeholder feedback, add or top up skills where needed, and measure success using the teamSalient<sup>®</sup> discovery tool'*.

### 2. Why use teamGenie<sup>®</sup> for team coaching?

We only work with teams. We are team coaching specialists and support teams at any stage of their development.

We know what great team coaching is because as we created the global standard for the industry for the Association for Coaching (AC) (see <https://www.associationforcoaching.com/page/TCADetails>).

We hand-pick the best practitioners to work with and then match them to every team. We have team coaches across the globe allowing us to pair them to local teams. Our coaches have all led teams at senior levels and have a wealth of first-hand team leadership experience.

What makes us unique is our focus on designing teams, using diagnostic data to inform interventions (including from our proprietary team tool, teamSalient), and our ability to coach live group dynamics.

### 3. How is team coaching different from other interventions?

We offer 'structural' team coaching to help newly formed (or re-formed) teams launch well and get off to a successful start. This can include work on their vision, purpose, goals, roles, processes, and team charter/working agreement. After this, we offer 'live' team coaching: coaching a team in real time on real work issues and opportunities 'in the moment'. We specialise in coaching teams on tricky dynamics and believe in leaving the responsibility with the team for its results, while supporting the leader and team to develop and improve their effectiveness.

### 4. What are some of the typical reasons a team would need team coaching?

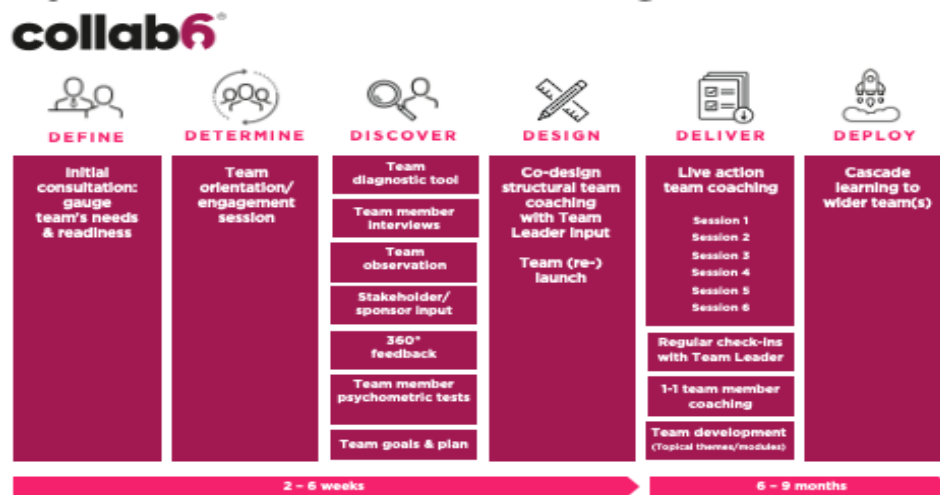
There are many reasons why a team might benefit from coaching including aligning virtual teams, transforming organisations, resolving conflict, integrating post-merger, or simply 'getting to know' each other in a new team. We are currently helping teams work well virtually, bolstering team resilience, and re-forming, and learning to work well together following an organisational transformation.

### 5. When is team coaching best used?

Team coaching works best when the leader and the team recognise the need for change. There are no 'silver bullets' in team coaching. The challenges teams face varies depending upon their stage of development and require different approaches to team coaching to respond to these.

### 6. What does a programme of team coaching look like?

We tailor our proven team coaching approach, Collab6® (below), to each team's requirements. A team coaching programme starts with an introductory conversation with the team leader (and sponsor) to understand the team's needs, followed by a diagnostic phase to clarify the team's goals before starting the live team coaching. We evaluate coaching along the way and at the end of a programme.



## 7. How long is a team coaching programme?

Like people, teams develop over time, and we support teams throughout their development. This can be a short intensive team launch over 1-2 months or a longer 6–9-month programme. One-off events rarely deliver much. We coach on a 'gateway' principle, agreeing the work to be conducted up to the next gate then stop and review the benefits before deciding to continue or stop the coaching.

## 8. What size of team is suitable for team coaching?

An ideal team consists of up to 10 people. We tailor our approach to coach teams of any size.

## 9. What is the role of a team coach and the team leader during team coaching?

We believe that being clear on roles helps create successful team coaching outcomes. The team leader is responsible for the work of the team and its performance, while the coach is responsible for helping the team to improve its effectiveness and aligning the team coaching to support that. An effective partnership between team coach and team leader is vital for success. Commitment is key.

## 10. How is the impact of team coaching measured?

We aim to understand stakeholders expectations of coaching and agree team developmental goals. We check progress against these in every coaching session and at end of the programme. We track and measure improvements in team effectiveness pre- and post- programme using teamSalient®.

## 11. What is the teamSalient® tool?

teamSalient® is our proprietary award-winning diagnostic tool that measures team effectiveness. Developed with teams for teams, members complete an on-line survey to create a unique team profile with prioritised actions and in-built action plans to drive team performance. [www.teamsalient.com](http://www.teamsalient.com)

## 12. I'm interested in finding out more. How do I contact teamGenie®?

You can find out more about us on [www.teamgenie.com](http://www.teamgenie.com). Please contact us on [info@teamgenie.com](mailto:info@teamgenie.com).