



To Train or To Coach?

For many managers, that is the question.

What is the best approach to develop your employees?

What's the difference between **TRAINING** and **COACHING**?

TRAINING

- Consistent message, delivery, and timing
- Group interaction
- Solves a problem
- Closes a “gap”
- Meets a need
- Consistency for many, efficiency for a group

COACHING

- Self-discovery
- Individual attention
- Explores perspective, perception and awareness
- Discovers what the “gap” is
- Explores multiple options for closing the gaps
- Individual, unique path

VS.

Benefits of TRAINING vs. COACHING

TRAINING

- Baseline learning
- New equipment, software
- Going through change
- New policies, procedures, processes
- New role

COACHING

- Deeper development
- Fine-tune performance
- Anticipating needs for the future
- A skill required for promotion or growth
- Opportunity to lead others; change of mindset

Best Methods For Both

TRAINING

Improves morale and attitudes through clear expectations
Keeps people competitive in a changing world
Reduces boredom with new skills and knowledge
Reduces risk and waste
Improves troubleshooting abilities

TRAINING & COACHING

Increase productivity
Improve employee retention
Increase confidence
Increase innovation
Lead to development on the job

COACHING

Empowers the leader or employee to set and achieve development goals
Increases engagement & motivation to reach beyond comfort zone
Supports a leader with personal attention & meaningful conversation
Uncovers blind spots & increases self-awareness
Strengthens leadership competencies