

Welcome to the Team Coaching Accelerator:

Advance to the Leading Edge of Team Effectiveness

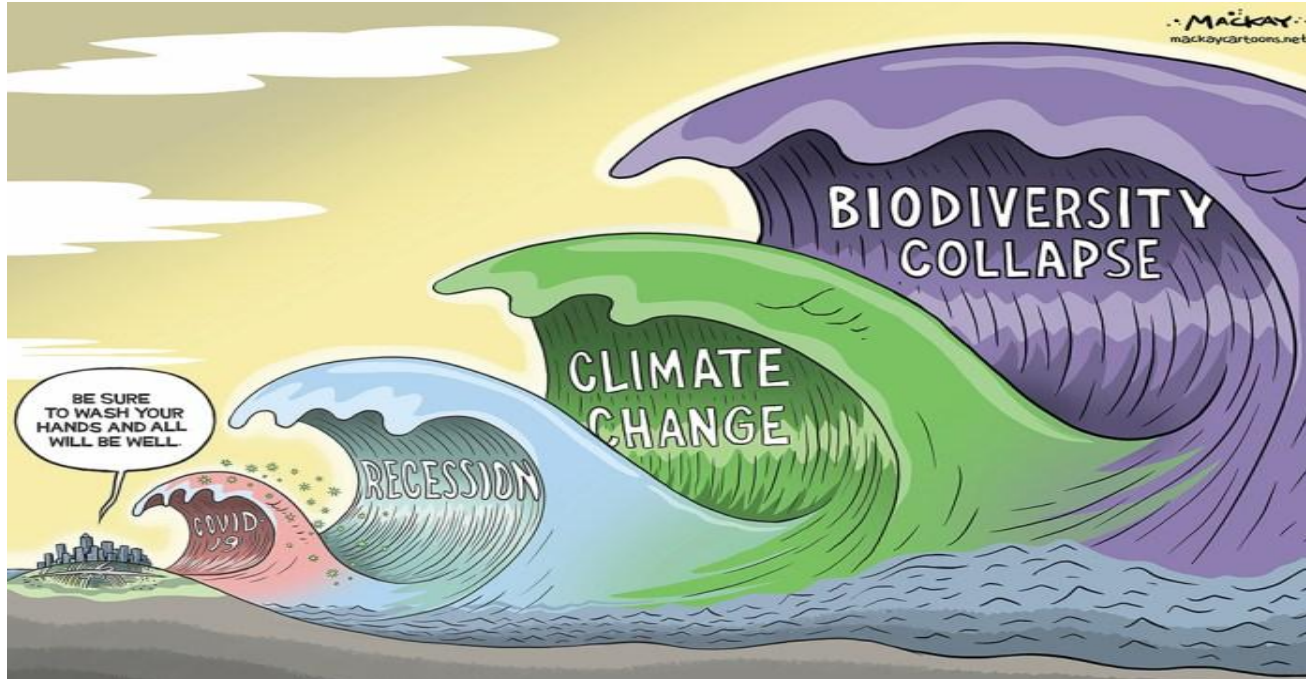
Global Team Coaching Institute - by WBECS

Why we are so committed to team coaching

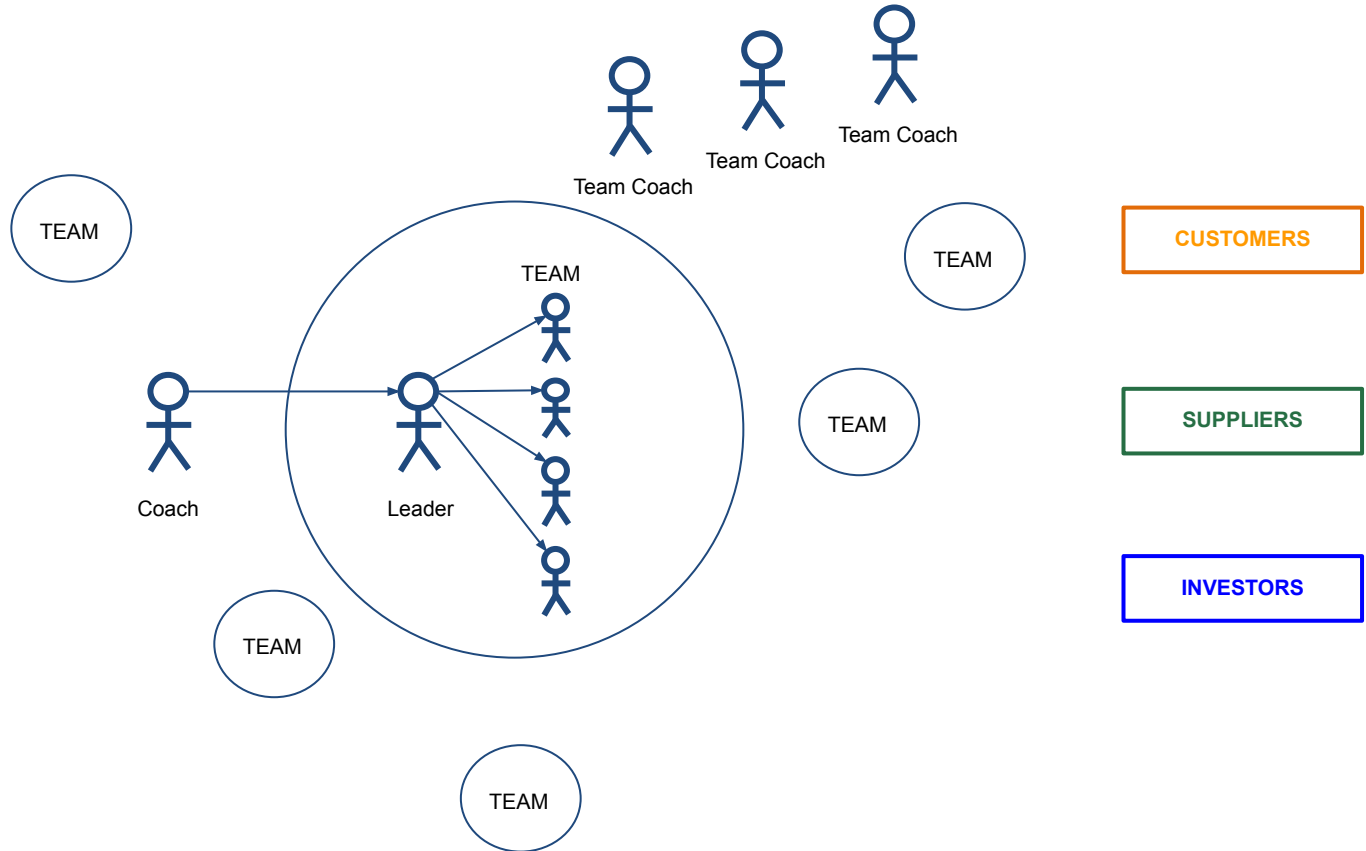


- The great challenges facing society today are too complex to be resolved without higher levels of collaboration
- We need to replace simplistic problem solving with collective systemic thinking and partnering
- We both see Systemic Team Coaching contributing to the biggest challenge of all for us human beings to learn to collectively think and relate in new ways

Our Challenges are interconnected and interdependent



Organizational Layers of Complexity



POLL

How many of you are coaching a leader?



We need **you** to join us
on this journey.



So what will we cover today?

- ✓ The Drivers Behind the **growth of team coaching**
- ✓ From Heroic Leader to **value creating teams that are more than the sum of their parts**
- ✓ The **exponential complexity** of teams and organisations - reinvent yourself to more effectively coach team leaders and teams
- ✓ How the Global Team Coaching Institute will help you become more capable and confident in **differentiating yourself as a team coach**

A Moment of Reflection



Systemic Shift 1: Team Coaching is **fastest** growing part of the Coaching Industry

Why organizations need more effective teams

Why Team Coaching is the fastest growing aspect of coaching

“The Team is the unit of organizational learning.”

Amy Edmondson

- Teams are constantly changing their focus and personnel, forming and reforming at speed
- Complex tasks require increased collaboration
- Teams have to be more agile, virtual, hybrid, matrixed, and work as team of teams.



We need coaches who can coach the connections in the connections...

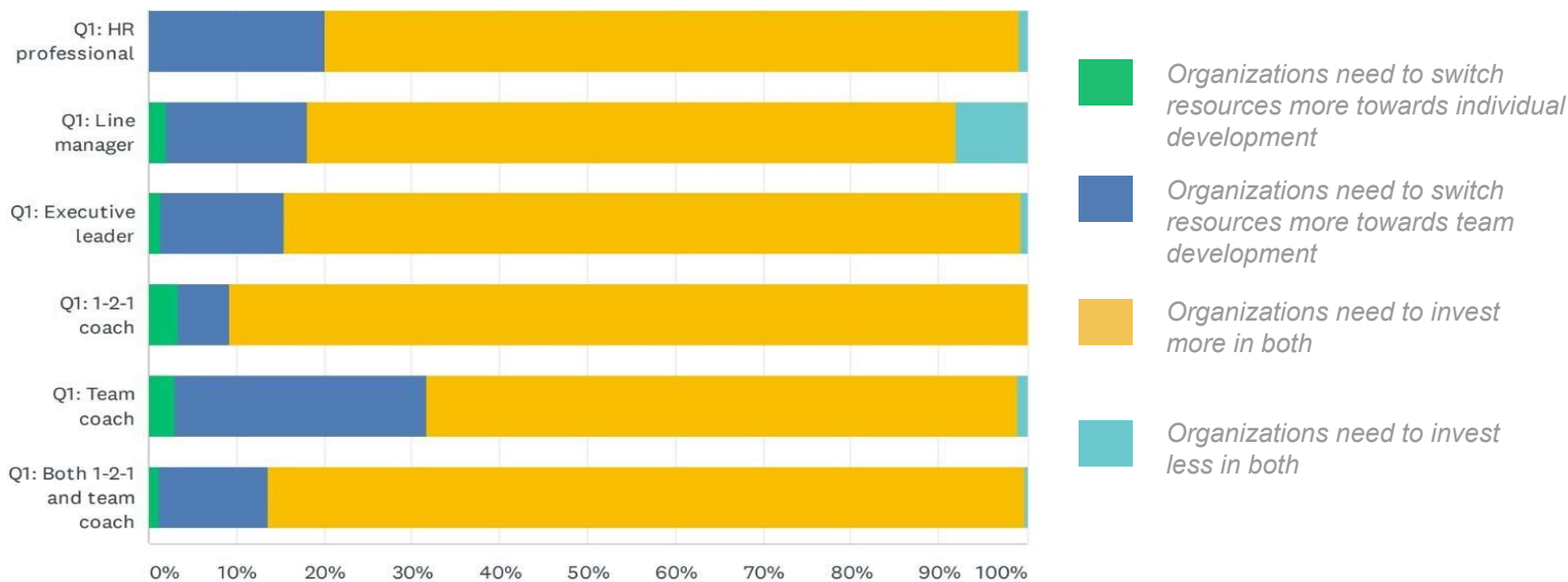
CEO of large international organization:

“I have lots of coaches who coach my people and lots of consultants who consult to parts of my organization, but that is not where the challenges lie.

*All the real challenges in organizations are not in the parts or the people **but in the connections.”***


In Hawkins 2017 “Tomorrow’s Leadership and the Necessary Revolution in Today’s Leadership Development” Henley Business School

Organizations are investing more in team learning and development



Leading organizations are investing in developing a team coaching culture at four levels

- Training Managers and Leaders to coach and develop their own teams
- Training internal communities of team coaches
- Engaging External Panels of Team Coaches
- More investment in coaching supervision

A portrait of Peter Diamandis, a man with short, graying hair, wearing a dark suit jacket over a light-colored shirt. He is looking slightly to the right of the camera with a serious expression. The background is a dark blue gradient.

“You are either disrupting yourself, or someone else is - sitting still equals death.”

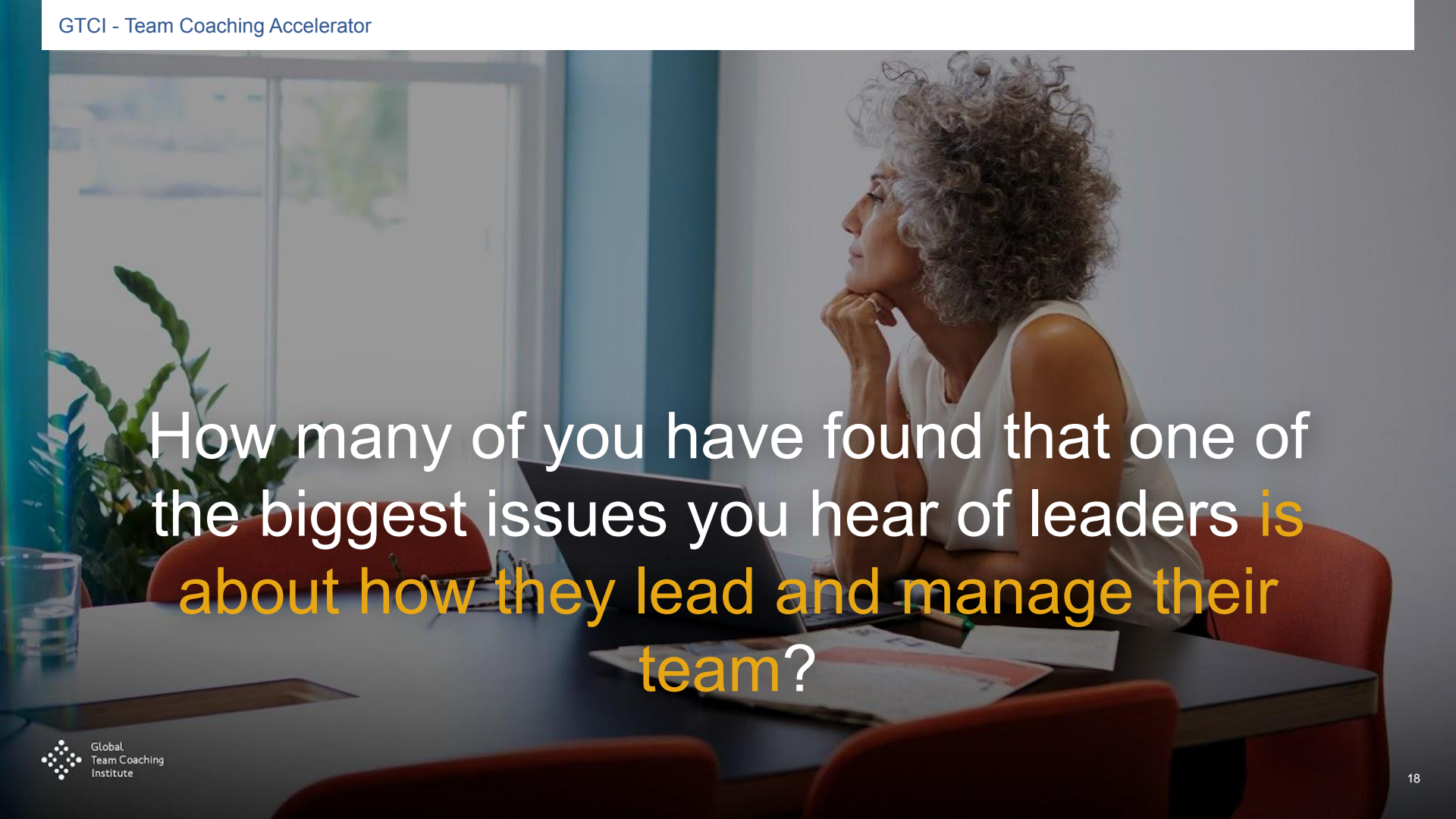
(Peter Diamandis – Singularity University)

Disruptors to executive coaching

- **Coaching being re-insourced** - first to internal coaches and then to leaders and line managers.
- **Fewer clients** - All the large companies interviewed (Hawkins 2017b) said they would employ far fewer people in the next 10 years.
- **Coaching A.I.** - that has a bank of the world's best questions and can read the mood and emotions of the caller.
- **Coaching on demand** - call a coach, cheaper and when you need it.

Team coaching is the fastest growing market within the rapidly growing world of coaching

- There are over 71,000 Coaches Practitioners in the world, (ICF 2020 Survey).
- There is an estimated need for 150,000 team coaches globally.
- The best time to be a credentialled Team Coach is in the early waves, where you can stand out.
- If you want to stay relevant, you'll need to differentiate yourself with this skill.

A woman with curly grey hair is sitting at a dark desk in a modern office setting. She is looking out of a window to her left, resting her chin on her hand in a thoughtful pose. On the desk in front of her is an open laptop, some papers, and a glass of water. The background shows a window with a view of a city and some indoor plants.

How many of you have found that one of the biggest issues you hear of leaders **is about how they lead and manage their team?**

Systemic Shift 2: From the Super Hero to the **Super-Team**



The Heroic Leader is dead. Long Live the Team! #1

“We still tend to think of achievement in terms of the Great Man or the Great Woman, instead of the Great Group.”

Warren Bennis (quoted in Hawkins 2021)

“Not Finance. Not Strategy. Not Technology. It is teamwork that remains the ultimate competitive advantage, both because it is so powerful and so rare.”

Patrick Lencioni (quoted in Hawkins 2021)

We are still coaching 20th Century Leaders not 21st century collective Leadership #1

Twentieth century Leaders

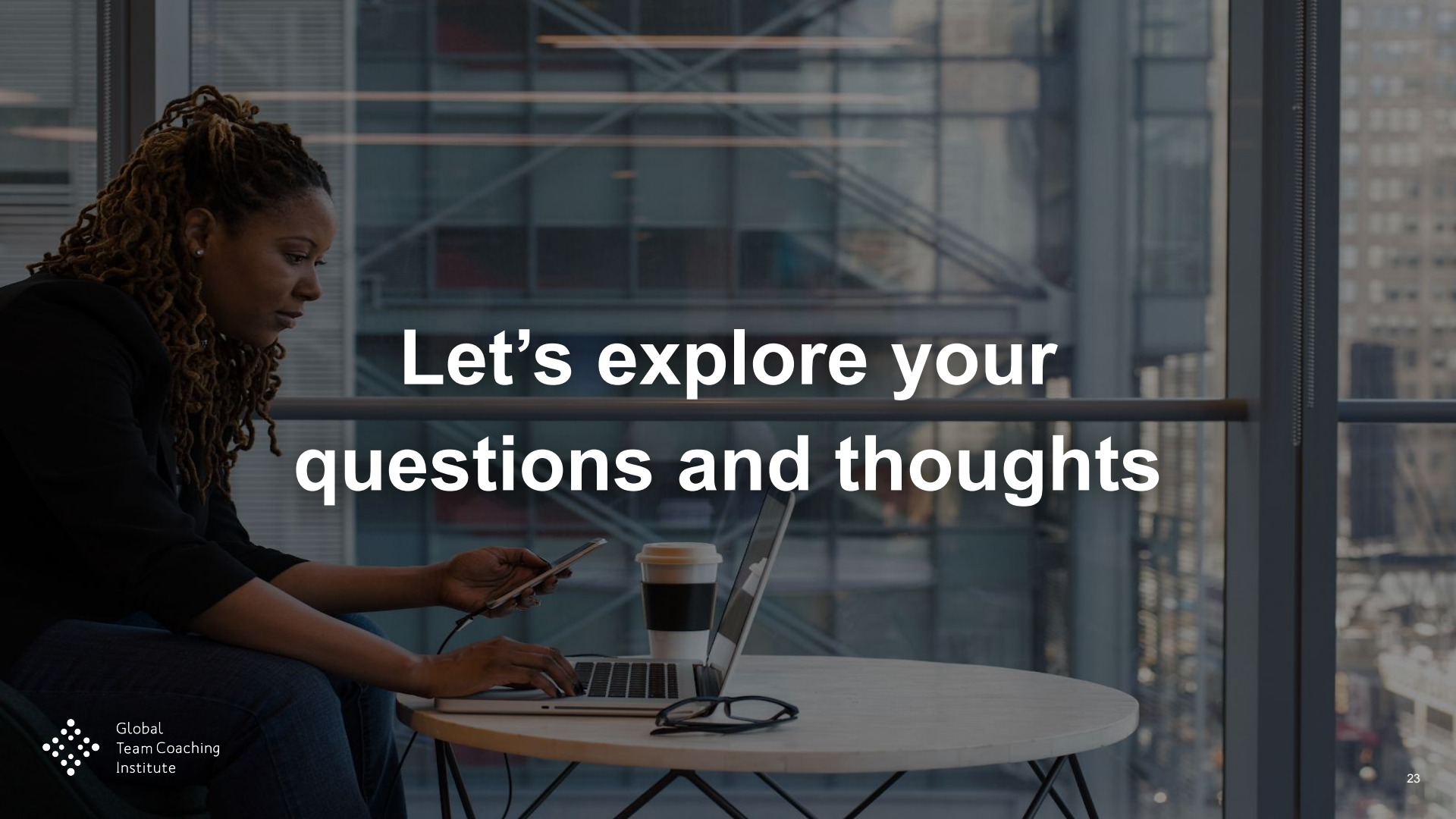


21st century Leadership



Why is this team literacy and team development so important?

- Increasingly the most frequent issues that leaders and managers bring to coaching is: ***how do I lead and develop my team?***
- To be a coach or leader in the 21st Century - you need to be team literate and skilled in enabling others to lead and develop their teams

A woman with long, curly dreadlocks is sitting at a round white table in a modern office setting. She is looking down at a smartphone in her right hand. On the table in front of her is an open laptop, a black and white coffee cup, and a pair of glasses. The background shows a large window with a view of a city skyline.

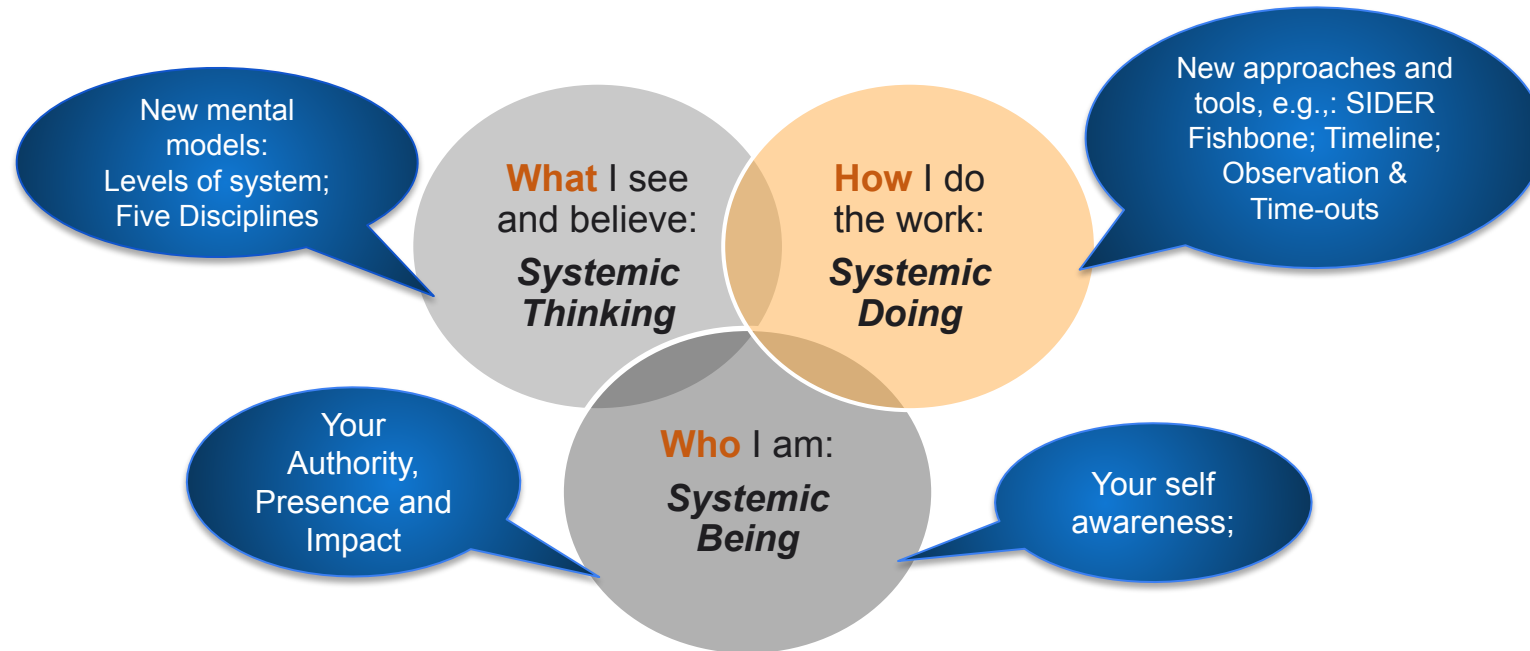
**Let's explore your
questions and thoughts**



Systemic Shift 3:

The exponential complexity of
Team Coaching - **Reinvent** yourself
to effectively coach teams

Build Systemic Awareness, Thinking, Doing and Being



Systemic Framing: Three Horizon's Thinking

- **Three Horizon Thinking:**
 1. Business as usual
 2. Innovating for tomorrow
 3. Future foresight – what is coming over the horizon

Systemic Agility

“Fail often to succeed sooner.”

David Kelly joint founder of IDEO

- How can you learn at the emergent edge, where neither you nor the client have the answer, but it is clear life requires one?
- Are you able to work with leaders to design experiments not solutions?



Team coaching **is...**

Coaching the whole team both in workshops and live in their team meetings and stakeholder engagements, so the team:

1. Is clear about its purpose
2. Functions at more than the sum of its parts
3. More effectively partner with all it's stakeholders
4. Becomes a learning team

Team coaching **isn't...**

5. Coaching members of the same team individually
6. Team facilitation, team building, strategy “away days”, team training
7. Coaching by a team leader to individual members of their team

Team coaching helps a team:

- Become clearer about their collective purpose, collectively agree their team objectives and processes and improve their team meetings and dynamics
- Better engage and partner with their external stakeholders and influencers
- Become a fast learning team that can agilely adapt to the fast changing context.
- Work effectively with hybrid working.
- Use the above to optimise the value they co-create with and for all their stakeholders.

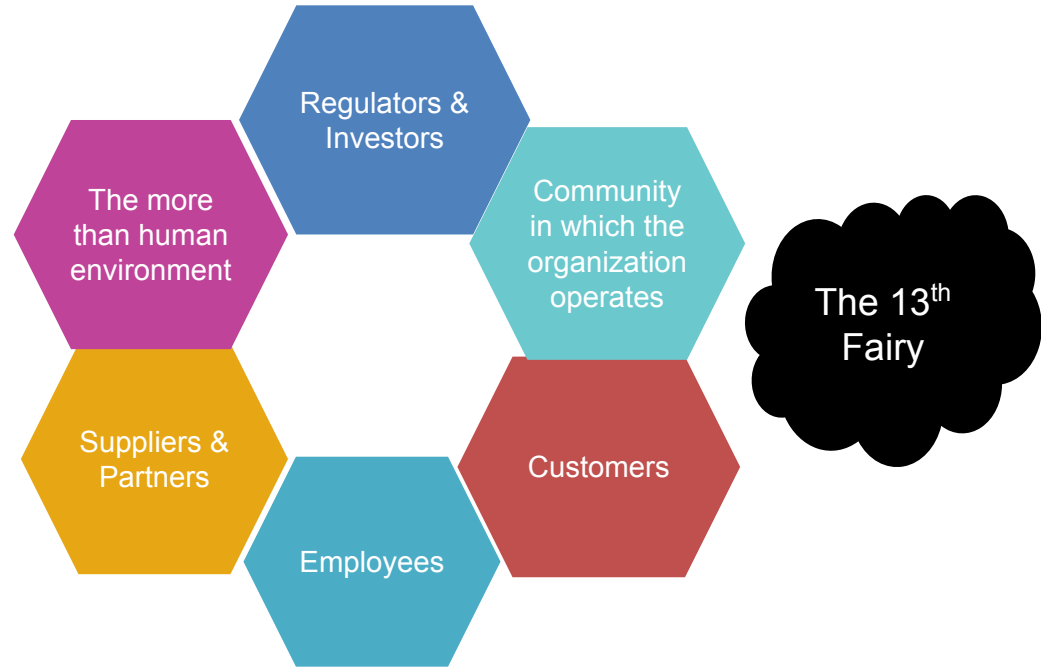
Learn to ask questions on team leadership

- What is your team's collective purpose?
- How would your staff describe your style of team leadership?
- How effective are your meetings? Who and what are they in service of?
- How do you support your team to adapt to your fast changing context?
- How did you decide this was the best hybrid model?
- How do you optimise the value that you co-create, with and for, all your stakeholders?

The purpose of team coaching is to
enable a team to co-create greater
beneficial value with and for all
their stakeholders



**The team needs to
co-create value
with and for
all these key
stakeholder groups**



Systemic Shift 4:

The **Journey** to reinvent yourself to effectively coach and develop teams requires training



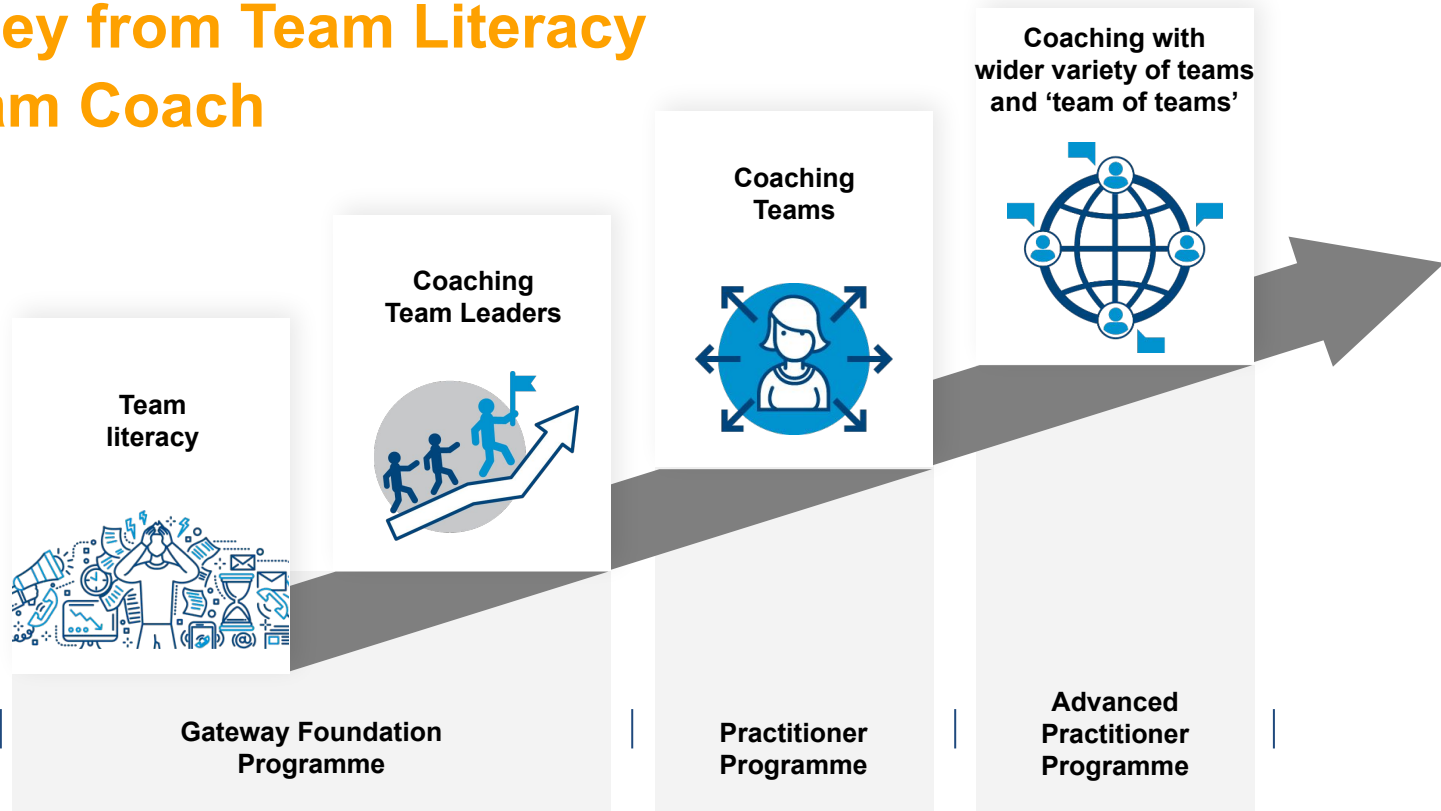
Welcome to the Global Team Coaching Institute

Purpose Statement

The **Global Team Coaching Institute** brings together the expertise and experience of the world's foremost authorities on team coaching with the best and most diverse learners.

The institute will be place where companies can come to search for and hire the best team coaches in the world.

Journey from Team Literacy to Team Coach



Journey from 1:1 to Team Coaching



Participants words to describe their journey through Practitioner

Before



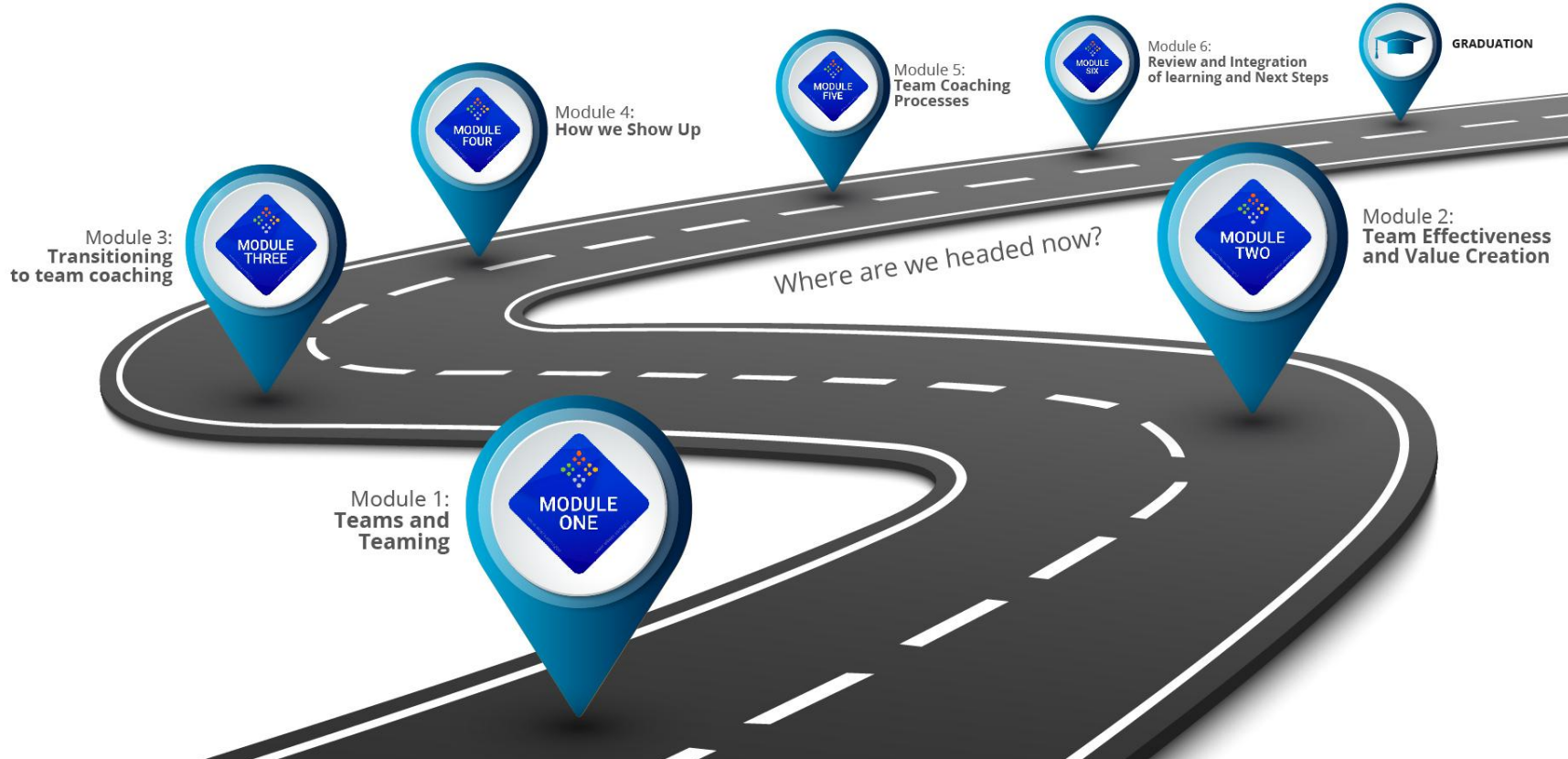
After

Tentative	Confident
Unconsciously Knowledgeable	Consciously Knowledgeable
Unsure	Curious for more
Hesitant	Fluid
Timid	Strong
Singular	Systemic
Confused	Focused
Hopeful	Helpful
Frustrated	Embracing
Floundering	Brave
Unprepared	Clear
Nervous	Assured

What **each** module provides



Our Gateway Journey



Some of our Global Faculty from around the world



David Clutterbuck (UK)



Peter Hawkins (UK)



Paul Lim (Singapore)



Sue Coyne (UK)



Catherine Carr (CA)



Colm Murphy (Ireland)



Dumisani Magadla (S. Africa)

Associate faculty from

*South Africa, Japan, China, Singapore, India, Croatia, Serbia, Hungary,
Romania, Portugal, Ireland, Canada, USA, Switzerland, UK, Mexico*

The transitions from individual to team coaching



Questions for support your reflections before you start your team coaching training

- What is the biggest difference this programme could make for you, your work and to your stakeholders?
- What are you most going to need from the programme and faculty?
- What do you need to do to achieve a x5 increase in impact with your clients?
- How will you differentiate yourself from the 10,000 new coaches who join the profession each year? (or other leaders or HR Professionals)