



Keller Williams Family Reunion

The Coach Approach to Leading and Developing Your People

Speaker: Abe Shreve

What is more frustrating than employees who seem not to care about the company objectives? Learn how "The Coach Approach" to leadership will help you: increase employee engagement, facilitate team members taking personal ownership of company results, and create a culture that produces strong company leaders. The Coach Approach to Leadership turns good leaders into remarkable leaders.

You're going to ruin a lot of talent on your way to leading talent.

Culture has a formula: mission, vision, values

What does engaged look like? Does your training produce those things?

Clarity alone will do 50% of the heavy lifting. Do your people have clarity on their job? (Their 20%.)

Coaching focuses on the present and the future (not the past).

Coaching helps push their personal and professional growth.

You cannot influence another until you are first influenced by them.

You cannot NOT communicate. We are at all times communicating with what we say, how we say it, and body language.

Nobody cares how much you know until they know how much you care.

Numbers unemotionalize the conversation. We can look at the numbers together to see what stories they tell.



OPS BOSS

COACHING™

Compare the very clear goal to the actual scorecard.

Where did you succeed this week? Where do you need to improve? Agree on the numbers we're going to look at.

Most people need help seeing what they did well.

Ask 10 questions for every statement you make.

Text "mycoach" to 33777 to receive a list of over 300 questions you can ask your team.

You have to examine the numbers and the human experience behind the numbers.

To enter into a difficult conversation, prepare them. "I'm coming in hot, you ready?" or "I'm going to poke you in the nose, you ready?"

"When did you decide our mutual commitment to this goal was no longer important to you?"

Check in later - "I feel like we were really intense today. You good?"

Do not be bulletproof. If you ask a bad question say, "bad question," and try again. Your team is looking for a strategic partner, not a great quoter of memes.

When you illustrate a principle, tell them you are teaching a principle.

Do not give yourself homework! Great leaders are not problem solvers; they are problem givers.

We cripple their growth when we solve their problems.

Cardinal Sin: You believe what your team member says. Skilled coaches can identify what was communicated even though it wasn't said in words.