

coaching adoption checklist: five tips to maximize uptake.



Workplace coaching is an investment that provides distinct benefits for both employees and organizations. To realize a return on this investment, you'll want workers to actually take advantage of it.

Before you choose to move forward with workplace coaching at your organization, consider following these five tips to bolster employee buy-in from the get-go:

- 1. involve employees from the start.**
Workplace coaching is for your employees, so make them part of the decision-making process from the onset. Give them a voice in the coaching program review and selection process, asking them which provider they prefer and in what work-or life-related areas they are most interested in receiving coaching.
- 2. make it meaningful.**
Do you run a finance organization? Does your company provide healthcare services? Is the manufacturing industry your niche? The type of workforce you have (hourly, temp, or perm) and the industry in which you operate will impact employee roles and in-demand skills. Make sure the coaching program you choose is tailored to your workers' specific needs versus a generic program that provides less value.
- 3. educate and entice.**
Per [our report](#), 24 percent of employees are unsure if coaching is even offered. Workers can't participate if they don't know it exists. Create an educational campaign to ramp up excitement before, during, and after the rollout. Send emails, create visuals like posters and banners or hold informational webinars. Also consider developing a microsite devoted to the program where employees can share experiences, ask questions and learn more.
- 4. lead by example.**
Some employees are hesitant to embrace something if they're the first ones to try it. Consider doing a pre-launch with a small group of managers where they try out the program for a week or two first, and then candidly share their experiences with the rest of the workforce to show that it's a positive program and that coaching can fit into busy work lives.
- 5. create a coaching culture.**
Make the coaching program one part of a larger culture shift dedicated to employee development and growth. One that normalizes tools like coaching as part of the everyday work experience. For example, if employees and managers are freely sharing with one another the ways in which coaching has helped each of them. The idea is that colleagues are saying, "coaching helped me with X, and might help you with Y too."

build it better so they will come.

Change can be hard. Having comprehensive change management procedures in place can help make it easier. The great news with [workplace coaching](#) is that it's a positive change, and one that doesn't require learning new processes or technologies. It merely requires a willingness to embrace growth and dedicate a small amount of time now in order to create a foundation upon which future success can be built. Reach out to RiseSmart to find out how we can help you create a workplace coaching program that speaks to employees and supports your success.

maximizing adoption: three common barriers to break down.

Our [Worklife Coaching Report 2022](#) found that 97 percent of employees are somewhat or very satisfied with their coaching, and 93% find participation in coaching programs very or extremely valuable.

However, 25 percent of employees who are eligible to participate in workplace coaching do not pursue the opportunity at all. It's clear that workers see the value of coaching, but it's also clear that getting that quarter of the workforce to a place where they also see the value is a challenge.

To maximize adoption, we first need to dispel some common myths:

myth 1: coaching is only offered if there's a performance issue.

Reality: Workplace coaching is a valuable tool that helps employees excel in their existing roles and prepare them for career advancement. [80 percent](#) of people who receive coaching report increased self-confidence.

myth 2: it's not for me—it's only for executives or high-potential employees.

Reality: More organizations are realizing the enterprise-wide value that a democratized (all-employee) workplace coaching program can provide. As a result, more are offering this to their entire workforce, especially given that restricting availability would conflict with vital DEI initiatives.

myth 3: whatever I discuss with my coach will be shared with my manager or HR.

Reality: Workplace coaching programs from third-party providers involve agnostic, neutral coaches dedicated to employees achieving their goals—these coaches follow a code of conduct that ensures confidentiality, whereas internal coaches are usually not certified and could have a conflict of interest between responsibility to the employer and confidentiality with an employee.



Whether these common myths are the cause of coaching reticence, or other factors are at play, if you're thinking about offering workplace coaching to your workforce, you'll want to do all you can to maximize employee adoption.