



**DLC**  
TRAINING  
GUIDE TO

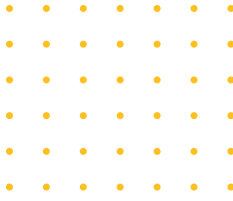
In this months guide, we examine what is meant by strategic coaching, and assess how and why it works in practice. We will also look into the five key components of coaching, the qualities of a strong coach, along with a strategic plan example...

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# A DLC TRAINING GUIDE TO **STRATEGIC COACHING**

# WHAT IS STRATEGIC COACHING?



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“The purpose of coaching is to close the gap between potential and performance.”

**Keith Webb**

## GUIDING OTHERS WITH STRATEGIC COACHING

Whether you're in a leadership position, managing a team, or working one-on-one with individuals, strategic coaching is a fundamental tool in helping others reach their full potential.

But what does it take to guide others towards success?

Firstly, it involves more than offering advice or simply being a mentor – it is instead about creating a tailored, intentional approach to unlocking growth, achieving goals, and overcoming challenges.

This is where strategic coaching comes into play.

Rather than focusing on general growth and improvement, success comes from targeted and tailor-made support and guidance.

A unique strategy led by an experienced coach is vital to achieving goals and can have huge benefits to both the coaches and those being coached.

# THE IMPORTANCE OF STRATEGIC COACHING

**A dedicated strategy is essential for an individual to identify their potential shortcomings, assess their goals, and to establish the necessary steps in order to achieve them.**

A strategic coach is someone who supports this plan, providing essential guidance, support, and practical ideas to ensure the individual's success.



## IN THIS GUIDE

In this guide, we will explore the concept of strategic coaching, examining how and why it works in practice. We will also cover the five key components of coaching, the essential qualities of an effective coach, and provide an example of a strategic plan.



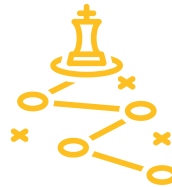
### What is Strategic Coaching?

Explaining the fundamentals of strategic coaching.



### Why Strategic Coaching Works

The reasons strategic coaching works in practice.



### The Five Components of Coaching

Examining the five key components of a strategic coach.



### The Qualities of a Strategic Coach

Identifying the skills and ideas behind an effective strategic coach.

# WHAT IS STRATEGIC COACHING?

Strategic coaching is an intentional process where the coach helps the individual or team identify and achieve specific objectives. It's a partnership driven by clear goals, in which the coach guides the person receiving coaching through a structured approach to self-discovery, learning, and problem-solving. It's more than simply motivating people; it's about guiding them toward strategic decisions and actions to help them succeed.

While regular coaching may involve general advice for personal development, strategic coaching focuses on helping individuals align their personal growth with their **organisational objectives**. To do this effectively, long-term goals are established, as well as the identification of strengths, weaknesses, and actionable steps toward progress.

When it comes to considering whether strategic coaching is something your organisation could benefit from, take a look at some of the main reasons other businesses decide to implement it:

## Leadership Gaps

Leaders don't possess all the skills required to lead their teams effectively.

## Low Employee Engagement

The business is experiencing a noticeable lack of engagement from employees.

## Misalignment With Business Goals

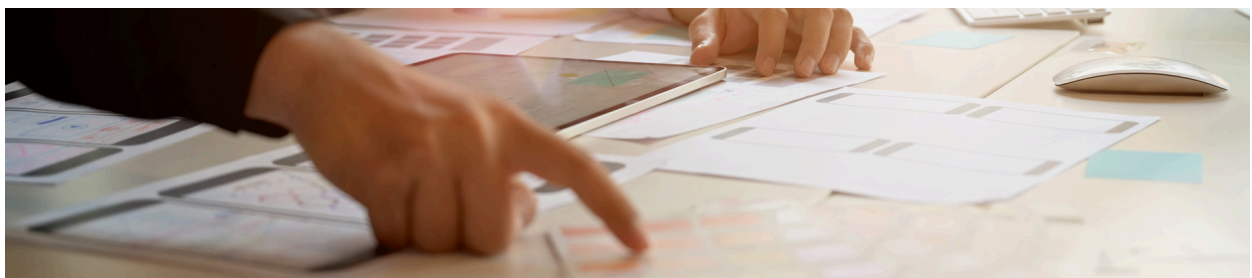
Employees aren't carrying out their roles with the key business goals in mind.

## Resistance to Change

An inability to adapt, which hinders organisational growth and innovation.

## Poor Performance and Productivity

A high level of employees who are underperforming and not meeting expectations.



# WHY STRATEGIC COACHING WORKS



Strategic coaching offers a range of key benefits to employees that can significantly impact their professional growth.

The following benefits, are just a few examples of what can be gained through successful strategic coaching.

## **Clarity and Focus**

Strategic coaching helps individuals focus on what truly matters. By breaking down long-term aspirations into manageable goals, individuals gain clarity on where to direct their efforts. This level of focus minimises distractions and maximises productivity. It also provides a sense of direction, which is essential for sustained motivation and success.

## **Accountability**

A key advantage of strategic coaching is the accountability it creates. A good coaching process helps individuals set clear goals and ensures follow-through, keeping them on track. Unlike general advice, strategic coaching provides ongoing support, helping individuals adjust their strategies and stay aligned with their goals.

## **Developing Self-Awareness**

Strategic coaching is all about empowering others to unlock their own potential. By encouraging reflection and self-assessment, coaches help individuals become more aware of their strengths, limitations, and blind spots. This self-awareness is the foundation for growth, allowing individuals to make more informed decisions and overcome obstacles more effectively.

## **Personalised Strategy**

A strategic coach tailors the process to each individual's unique goals, challenges, and perspective. Rather than using a one-size-fits-all approach, the coach helps create a personalised roadmap, ensuring individuals follow a strategy aligned with their specific needs, rather than relying on generic advice.

# THE FIVE COMPONENTS OF STRATEGIC COACHING

It's important to note that while many organisations outsource coaching support, you can implement the process yourself by understanding the key components. There are five essential components to consider – goal setting, assessment and reflection, strategic planning, ongoing support and adaptation, and feedback and growth.

## 1. Goal Setting

The first step in strategic coaching is always defining clear, measurable, and achievable goals. Without goals, there is no direction. A strategic coach will guide the individual through a process of setting both short-term and long-term objectives, helping them understand how these goals connect to the organisation's bigger picture.

## 2. Assessment and Reflection

Once the goals are established, it's important to assess where the individual currently stands. What are their strengths and weaknesses? What barriers are in their way? Reflecting on these aspects enables a coach to help the individual build a roadmap for success, taking into account both their assets and the challenges they may face.

## 3. Strategic Planning

Strategic planning is the heart of the coaching process. This is where the coach helps the individual develop a concrete action plan, breaking down big goals into smaller, more achievable steps. The plan must be flexible, adaptable to changes, and capable of keeping momentum going as obstacles arise. An example of a strategic coaching plan can be found on page 7.

## 4. Ongoing Support and Adaptation

Coaching doesn't stop after setting goals and creating a plan. A strategic coach offers ongoing support and guidance to help the individual stay motivated, track progress, and adjust their plan when needed. They help the individual adapt to changing circumstances and maintain their focus even when faced with setbacks or challenges.

## 5. Feedback and Growth

Feedback is crucial to the coaching process. Constructive feedback helps individuals refine their strategies and keep improving. A good coach provides regular feedback, highlighting areas for growth and offering solutions to help the individual continue progressing toward success.



# THE FIVE COMPONENTS OF STRATEGIC COACHING

The example below details a Team Leader's Strategic Coaching Plan. Through assessment and reflection (step 2 in the strategic coaching process), they have established that they need to improve three leadership skills, including communication, motivation, and conflict management.

Objective	Goal	Action Steps	Timeline	Resources Needed
<b>Improve Communication, Motivation, and Conflict Management Skills (All)</b>	Complete a <u>leadership course</u> that covers communication, motivation, and conflict management	<ul style="list-style-type: none"> <li>Research courses and enrol</li> <li>Decide the number of hours per month to dedicate to the course, and establish how many of these are in and out of <u>working hours</u></li> <li>Apply lessons learned to real-world leadership scenarios</li> </ul>	12 months (self-paced, with quarterly milestones)	Access to the course and the required materials
<b>Enhancing Communication Skills</b>	Strengthen communication with the team to ensure transparency, clarity, and collaboration	<ul style="list-style-type: none"> <li>Practice active listening and ask open-ended questions</li> <li>Regularly check in with team members to gather feedback</li> </ul>	Ongoing with bi-weekly team check-ins	Feedback tools and communication strategies learned from the course
<b>Motivating and Engaging Team Members</b>	Increase team engagement, morale, and individual motivation	<ul style="list-style-type: none"> <li>Set clear team and individual goals</li> <li>Use positive reinforcement (praise, recognition)</li> <li>Hold regular one-on-one meetings to discuss aspirations and challenges.</li> <li>Apply motivation techniques learned from the course</li> </ul>	Ongoing, with regular team check-ins and monthly one-on-ones	Recognition programmes and motivation techniques from the course
<b>Conflict Management and Problem Resolution</b>	Improve conflict resolution skills and manage team dynamics effectively	<ul style="list-style-type: none"> <li>Practice active listening during conflicts and acknowledge differing perspectives</li> <li>Use conflict resolution techniques like mediation and compromise</li> <li>Encourage open discussions about conflicts to create transparency</li> </ul>	Ongoing, with real-time conflict resolution	Conflict resolution workshops, peer feedback, course learnings

# THE QUALITIES OF A GREAT COACH



Being a successful strategic coach isn't just about knowing the right techniques; you should also embody certain qualities that enhance the coaching process and the experience for the individual.

Ensuring you are properly equipped for coaching enhances its effectiveness and maximises its benefits.

## Empathy

Understanding and connecting with the individual is essential. A coach must have empathy to listen actively, understand the individual's struggles, and provide guidance that resonates on a personal level. Empathy builds trust, which is vital in any coaching relationship.

## Patience

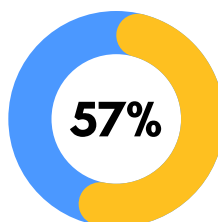
Coaching is a process that takes time. A coach needs to remain patient and allow the individual to grow at their own pace. Results may not be immediate, but through steady guidance and consistent effort, success is achievable.

## Clarity and Communication

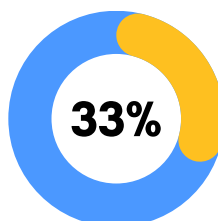
A strategic coach must be clear and direct in their communication. They must articulate goals, expectations, and feedback in a way that is easy for the individual to understand and implement. Good communication ensures that both parties are aligned on the coaching process.

## Problem-Solving Skills

Coaching is often about overcoming obstacles. A skilled coach helps the individual identify solutions to challenges, offering guidance and insight without imposing answers. They empower people to think critically and creatively about their approach to problems.



Over half of global leaders list communication as the most desirable skill to have.



Approximately one third of Fortune 500 companies employ coaches.



# STRATEGIC COACHING IN THE WORKPLACE



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“The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”

**Steven Spielberg**

## IMPLEMENTING STRATEGIC COACHING




Strategic coaching is a dynamic process that blends goal setting, self-reflection, tailored planning, and ongoing support.

It empowers individuals to identify and unlock their potential, set meaningful objectives that align both with their personal development and the broader goals of their organisation, and cultivate the discipline needed to stay focused on achieving those objectives.

Through this collaborative approach, the coach helps create a customised roadmap that guides the individual toward personal growth, while enhancing their contribution to the organisation's overall success.

To successfully implement strategic coaching in the workplace, following the components outlined in this guide is essential. Additionally, it's important to assess whether you possess the necessary qualities to effectively carry out the coaching role and make adjustments if needed to ensure you're fully equipped for success.

Looking to expand your leadership and management capabilities? Take a look at DLC Training's online [leadership and management training courses](#) or get **in touch with us today**.

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