

Coaching Competencies

Diagnose		Advance	
C-1	Builds Climate of trust	C-6	Makes commitments and gains commitment
C-2	Establishes coaching focus	C-7	Explores differentiating options & encourages risk-taking
C-3	Adapts to individual learning style	C-8	Models desired behaviors
C-4	Questions to obtain recognition of performance issues	C-9	Questions to explore new options
C-5	Seeks evidence & challenges	C-10	Links behaviors to sales results & customer behavior



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