

INTERNAL COACH TRAINING

BUILD ORGANIZATIONAL COACHING CAPABILITY

“Internal Coach Training provides a great opportunity for many organizations; it enables individuals to use their organizational knowledge and technical expertise to facilitate the development of others. Experienced HR professionals, for example, are ideally positioned to coach managers on using their 360° feedback to make a difference on the job.”

– Ellen Kumata, Partner, Cambria Consulting

CREATE A COACHING CULTURE; TRAIN YOUR INTERNAL RESOURCES

Cambria provides Internal Coach Training so clients will have the ability to conduct ongoing, organization-wide coaching. We design customized training that prepares individuals for coaching by providing them with the methods, tools, insights, and practicum required for success. The breadth and depth of training is tailored to your unique circumstances.

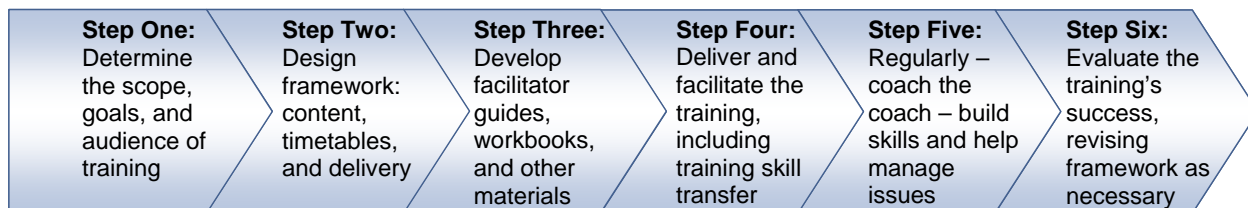
Workshops, being the most common method of training delivery, are typically conducted in one of two ways. Cambria provides experienced workshop facilitators, who are also coaches, to deliver all training, or we partner with a core internal group to deliver the training and ultimately transfer facilitation to them.

CAMBRIA APPROACH TO COACH TRAINING

Cambria brings over 20 years in strategic coaching and organizational development to help you determine the best approach for your Internal Coach Training needs. We incorporate your organization’s long-term goals as well as guiding principles and best-practices drawn from our extensive coaching and training experience. Internal Coach Training typically includes:

USE INTERNAL COACH TRAINING TO:

- Leverage the knowledge and expertise of your employees
- Maximize resources and reduce coaching-related costs
- Integrate coaching into your corporate culture
- Add a powerful new skill to HR or managerial skill sets
- Scale your coaching initiative to reach more people
- Implement effective change initiatives by using internal coaches as change agents



CASE IN POINT

TRAINING INTERNAL 360° DEBRIEF COACHES

Challenge:

A global insurance firm wanted to implement a cost-effective program that provided 360° Debrief Coaching to executives throughout their organization.

Approach:

Cambria designed, developed, and implemented an internal coach training program that equipped a number of the firm's employees with the ability to be 360° Debrief Coaches. The program was aimed at both "training the trainers" and training new coaches with a two-day workshop.

To devise the workshop's framework, we collaborated with the internal people who would ultimately become trainers themselves. Cambria created a facilitator guide and co-facilitated the first few workshops with the new trainers, providing them with capabilities for conducting coach training on their own. Over the course of these workshops, the new trainers became responsible for bigger pieces of content, and following each, Cambria led a debrief session to help them become more adept at covering the content.

The workshops themselves combined mini-lectures, facilitator-led discussions, individual and group analysis exercises, and extensive practice role plays; the main emphasis was on skill practice. Pre-workshop conference calls were held to prepare participants with background knowledge on 360° feedback and coaching, and building on this, the workshops familiarized them with the different types of coaching, guided them through the Debrief Coaching process, and provided tools and competencies important for effective Debrief Coaching.

Outcome:

Individuals attending the Internal Coach Training workshop learned to interpret 360° feedback, develop coaching relationships, and discuss feedback – including difficult-to-hear feedback – in a manner that fosters constructive action. Most importantly, however, they learned to coach 360° recipients around their feedback, helping them act on their results.

Due to training skills transfer and a comprehensive Facilitator Guide, internal trainers were subsequently able to conduct additional debrief coaching workshops to successfully train a wider population of debrief coaches.

"[Our] coaches have the internal perspective of the organization and are able to relate to specific business and people issues. The training initiative prompted behavior change, provided high-potentials with individualized coaching and attention, and heightened awareness of issues and concerns."

– Program Manager

About Cambria Coaching

Cambria Coaching is a division of Cambria Consulting, Inc., a human resource and management consulting firm specializing in developing people solutions that drive business performance. Our organizational development and leadership foundation enables us to approach coaching from both the individual and organizational levels. We focus on bench strength development; key leader development linked to succession planning; high-potential development; and strategically-targeted efforts where behavior-change is critical. We partner with clients to put in place the strategy, process, supporting tools, and coaches – both internal and external – to accomplish this work. For more information about Cambria's range of solutions, visit our website or call (617) 523-7500.