

When can Coaching benefit staff when they hate what they're doing!

By Di Browne - 11th October 2011

When it is clear an employee does not like their job, trying to create better performance by coaching may not always work. However coaching in this situation does have some benefits.

At the very least through coaching, staff who hate what they're doing will end up with more clarity around what they would like to do instead of a job they hate. With this clarity there may be an opportunity to transfer to another position within the business. Even if the employee decided to leave to pursue a better fit elsewhere, although this would incur initial turnover costs, ultimately it would save the business in terms of ongoing lack of productivity, communication and team cohesiveness, not to mention the more overt consequences of sabotaging outcomes and relationships if they did stay. Ultimately having someone in the role that loves their job and is a good fit would benefit all stakeholders.

Imagine how much this would benefit the business. For example, if a staff member that did not like what they were doing left, surely productivity, communication, team cohesiveness and the overall working environment would no longer be a concern. This would be reflected in the bottom line, not to mention the time saved by not having to deal with poor performance which would allow more time to focus on running the business.

Point 3 discussed how 'they expect you to tell them what to do'. This is part of the general coaching process. One of the main aims of coaching is to help clients understand how they alone are responsible for where they are in their lives and what is happening to them. It is their choice how they choose to perceive an event. They can choose to see a situation anyway they want. How they choose to see it and react to it will determine their outcome. It is a great challenge and when achieved it is very rewarding for both the client and the coach with amazing benefits for all involved.