



Potential Coaching Pitfalls

As you work to become a more effective coach and leader, be aware of these common pitfalls that could impede your progress:

- Doing more talking than listening
- Avoiding accountability and not having team members develop an action plan
- Having coaching sessions regress into discussions about the daily business
- Deprioritizing coaching when other deliverables become urgent
- Confusing the role of coaching with training or consulting
- Assuming some employees are coachable and others are not
- Rushing through the GROW steps without adequate time for discovery
- Expecting immediate results or feeling impatient with others' reluctance to change
- Neglecting to tailor your communication style to suit the differences in your coaching relationships
- Only coaching team members that you feel comfortable with and have existing rapport
- Coaching from your own agenda
- Failing to set ambitious stretch goals that align with your team member's strengths and interests
- Neglecting to link coaching to personal/professional goals and organizational vision
- Failing to establish rapport with your team members, which dilutes their trust
- Feeling that you have to be the expert and have all the answers to be a coach
- Being reluctant to give up "managerial control" over others
- Refusing to recognize cultural, racial, gender or cognitive diversity in your coaching relationships
- Underestimating your own potential as a successful coach