

Catalytic Coaching

Performance Management that Builds Employee Engagement



Whether you call them evaluations, appraisals, or counseling sessions, most managers dread giving this annual dose of medicine almost as much as employees dislike receiving it.

There is a better way.

Archbright is pleased to introduce Catalytic Coaching, a product of Energage. Catalytic Coaching fixes what's broken with the traditional performance review.

Catalytic Coaching is about bringing out the best in people at work. Implemented correctly, it can help transform both employees and their companies by saving time, reducing stress, and improving performance.

Its unique blend of employee engagement and performance management delivers:

- Positive behavioral change
- Motivation to work hard
- Retention of key contributors
- Internal promotions and succession
- Prevention of and protection against lawsuits

Like in sports, Catalytic Coaching focuses on the future and not the past. It follows a unique process designed to empower employees to take ownership of their professional development.

The Catalytic Coaching Process

The focus is on the ongoing conversation between manager and employee that allows supervisors to stop being a critic or judge and function instead like a coach:

- **Step 1: Coaching Input Sheet**
Employee completes and presents. It includes insights on experiences in the past year, important skills being developed, and aspirations for the future.
- **Step 2: Coaching Worksheet**
Coach responds with three important types of feedback: Strengths, Areas for Improvement, and Development Recommendations.
- **Step 3: Development Plan**
Employee and Coach agree on a Personal Development Plan for the Employee, which is reviewed quarterly and helps to align the individual's personal development to organizational goals.

Our Catalytic Coaching team is with you every step of the way:

- **Employee Orientation.**
We start with an introduction to Catalytic Coaching and training of all employees on how to be coachable.
- **Coaches Workshop.**
We then work with your management team on how to be effective coaches including a detailed review, practice, and role-playing.
- **In-Flight Training.**
Next, we work with your team on real-time form preparation and guided delivery assistance through live coaching sessions.

With Catalytic Coaching you can seamlessly integrate Employee Engagement into your Performance Management System. Let us help you move your organization to a coaching system from a reviewing system.

Archbright is pleased to now offer Catalytic Coaching to our members.

To find out more, call us (206.329.1120 or 509.381.1635) or email info@archbright.com.

Catalytic Coaching was created by Gary Markle, Senior Vice-President and Partner of Energage.

