

# Technical Coaching

BUILDING A TECHNICAL COACHING PROGRAM

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O'REILLY®  
Software Architecture

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Who here feels like their  
company struggles with  
professional development?

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Who here has a coaching  
program in place?

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# What is Coaching?

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# How I think of Coaching



## Cultivation

Developing individual's talents and skills



## Motivation

Promoting individual action towards a common goal



## Integration

Fostering cohesion by valuing diversity

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# Comparing Management & Coaching

## Management

- ▶ Hierarchal
- ▶ Expert-oriented
- ▶ Directorial

## Coaching

- ▶ Relational
- ▶ Learning-oriented
- ▶ Conversational

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# Stages of Development

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# Discovery

First determine whether your team's needs match what coaching has to offer

- ▶ How many team members are unsure of where they'd like to grow professionally?
- ▶ Does your team talk about coaching or mentoring in terms of things they'd like to have?

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# Trial

Use assessments to determine whether coaching is having the desired impact on the team

- ▶ Just gauging sentiment can be a good enough measure
- ▶ Establish a trial group
- ▶ Reassess at intervals to gauge the trial's value

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# Growing

Incorporate more individuals over time to expand the benefits across the team

- ▶ Train the coaches
- ▶ Grow slowly
- ▶ Refine the tools and processes
- ▶ Establish periodic reviews

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# Sustaining

- ▶ How do you on-board?
- ▶ How do you redistribute?

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# Contents for Coaching

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# Resources

Building and  
Sustaining a  
Coaching Culture



The Secrets Behind  
Great One-on-One  
Meetings



HBR Guide to  
Coaching  
Employees



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# Q&A

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