

# HOW TO EFFECTIVELY COACH YOUR TEAM MEMBERS



**THE ABC'S AND DEF'S OF  
COACHING AT VERIZON**

# **AGENDA**

- **ICEBREAKER**
- **MISSION STATEMENT**
- **COURSE OBJECTIVE**
- **GROUP DISCUSSION**
- **EXPERIENTIAL MODEL**
- **ABC'S OF COACHING**
- **DEF'S OF COACHING**
- **SUMMARY/IMPLICATIONS**

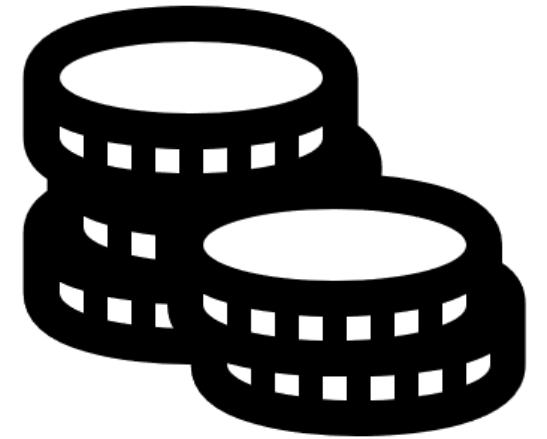


# Real World Questions

How can asphalt help save the environment?

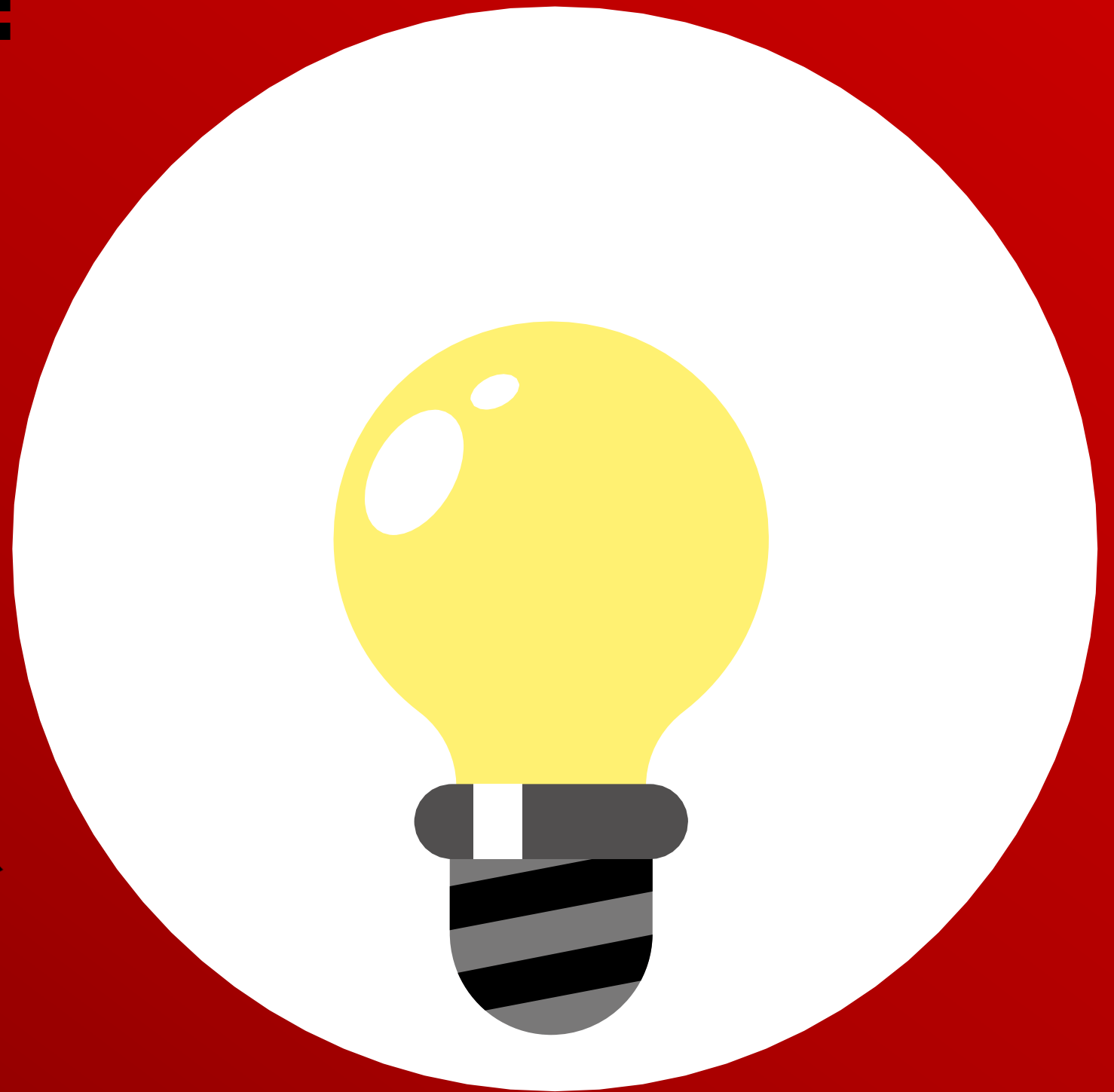
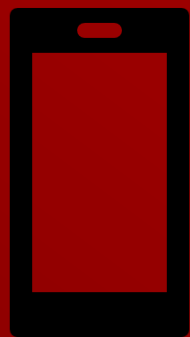
How can a scalpel in one state help save a patient in another?

How can a sensor the size of a nickel help stop food poisoning?



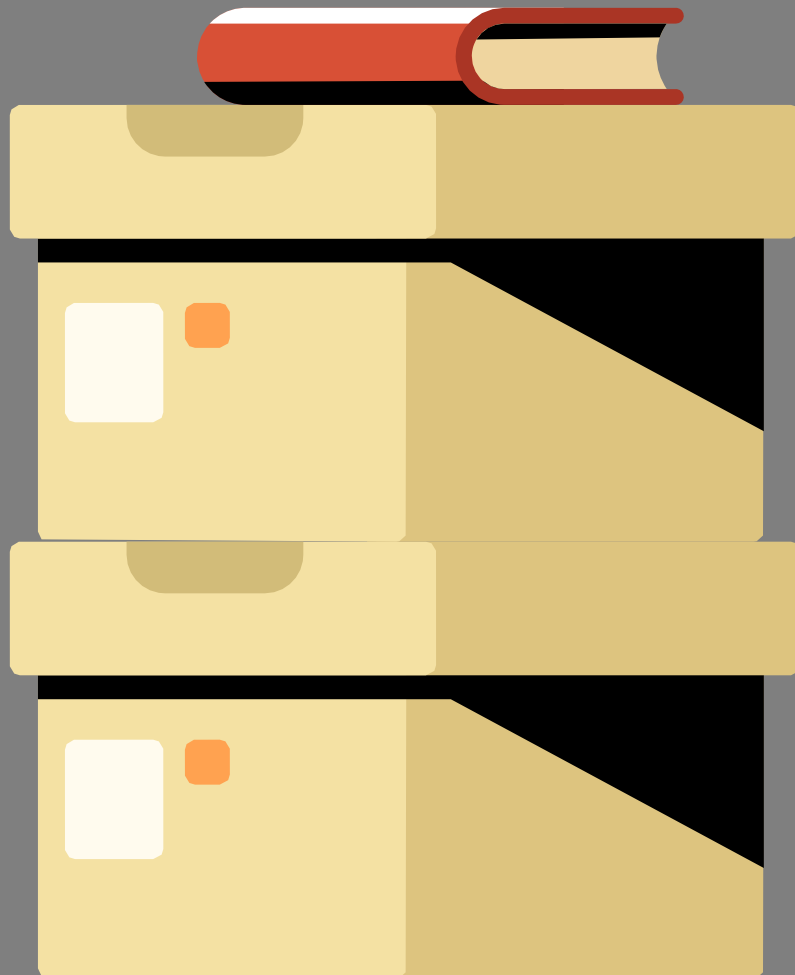
# OUR MISSION:

"At Verizon, we have one mission: to give humans the ability to do more in this world."



# FOCUS OF THIS TRAINING

ACQUIRE THE SKILLS TO EFFECTIVELY COACH TO VERIZON'S GOALS



How do I coach  
difficult  
employees?

What can I do to  
improve morale  
and productivity?

Where can I find  
the best talent?

# GROUP DISCUSSION

Simplify the approach to complex problems.





Houston Airport



Guam Brown Tree  
Snake



Silly String

# EXPERIENTIAL LEARNING MODEL

“I DO AND I UNDERSTAND”- DAVID KOLB  
PROCESS OF LEARNING THROUGH EXPERIENCE

- Ever Changing Retail Environment
- Customer-centric
- Observations

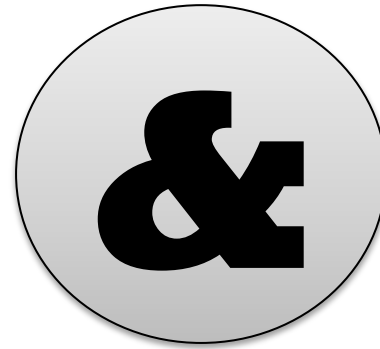




# DAVID KOLB'S THEORY OF EXPERIENTIAL LEARNING

- Aristotle Approach
- Cyclic Learning
- Reflection on tasks





## EXPERIENTIAL LEARNING

**Experience: Exercise**

**Lecturette: Providing information**

**Generalizability: Relevancy to other situations**

**Processing: Analysis of experience**

**Practice: Try it out**

## GAGNE-BRIGGS NINE EVENTS

**Attention/Stimulation: Task with involvement, generate idea from prior knowledge**

**Reiterate Goal/Present Material: Useful restate objective, stimulus materials**

**Provide Guidance: Experiences to tie back to learned, assess and feedback**

**Elicit Performance: Do new learning**



Apply Coaching to  
Goals of Verizon:

**Be Reliable.**

**Be Profitable.**



**Be Connected  
to the World.**

# WHAT ARE THE ABC'S TO EFFECTIVELY COACH?

**A**

**B**

**C**

**'S**

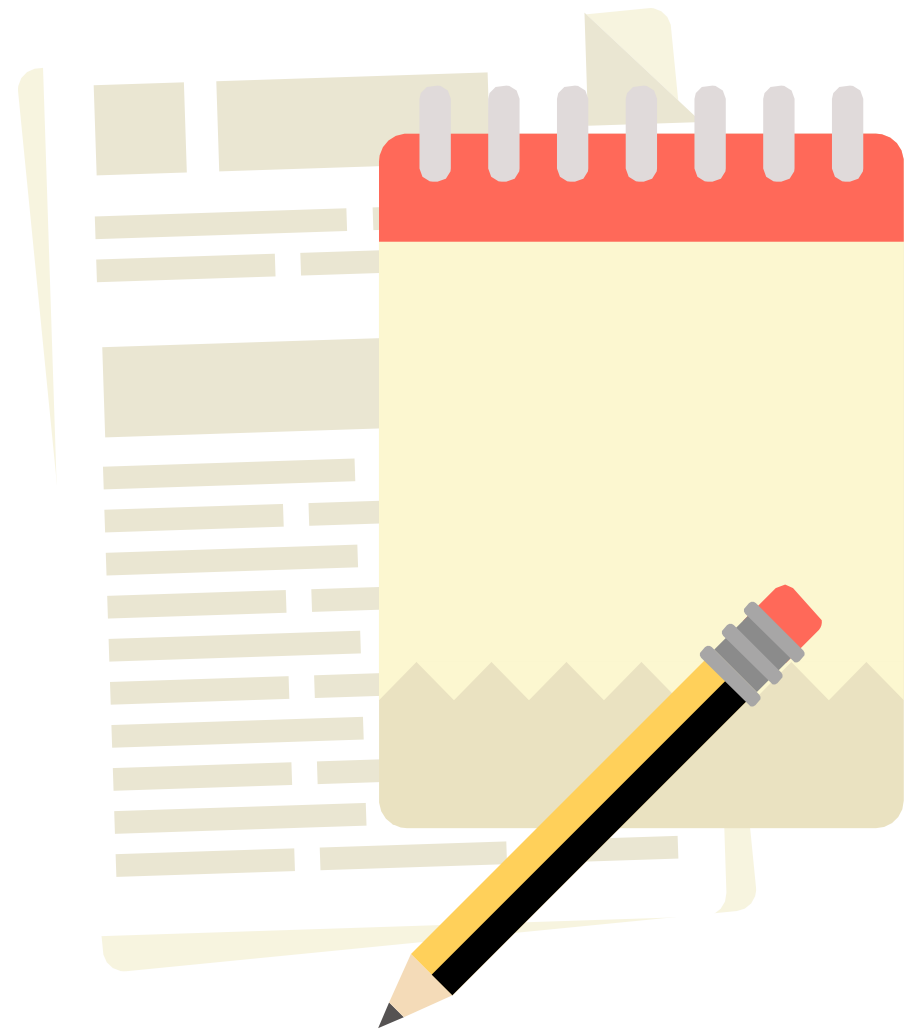


for Always Respect  
Your Team Members

Best way to inspire and motivate others

Honest and  
upfront  
critique of  
performance  
without personal  
attacks.

**State improved  
behaviors or  
performance  
with specific  
examples or  
facts within  
feedback.**





**B**

For Be Cognizant of  
Your Own Emotions.

Bad days do not always  
start as bad days.

# How Your Attitude Affects Others:

Example of “Emotional IQ Meter”  
Black Mirror: NoseDive Episode







For Connect with  
Your Team Members.

Face-to-face conversations resonate  
more than text and emails.

WHAT ARE THE DEF'S  
TO EFFECTIVELY COACH?

**D**

**E**

**F**

**'S**



D

for Develop Your  
Team Members

Team is strong as its strongest link. You.

# What to say:

“Hi Marvens, I wanted to bring in on how we can improve on the way you have been communicating with your team. It is important as a team engage in teamwork. Let’s review on how I can help you with stay up to date.”



# What not to say:

“Hey Marvens, something’s nothing adding up lately - your team told me you haven’t been doing your share of the project.”





**E**

for Effective Goals  
Team Members.

**It's smart to use SMART.**

# Goal Setting:

“Hey Craig, let’s make a list of tasks the will need to be complete by the deadline. I going to help you get there, what are some ways you complete the tasks before the date arrives?”





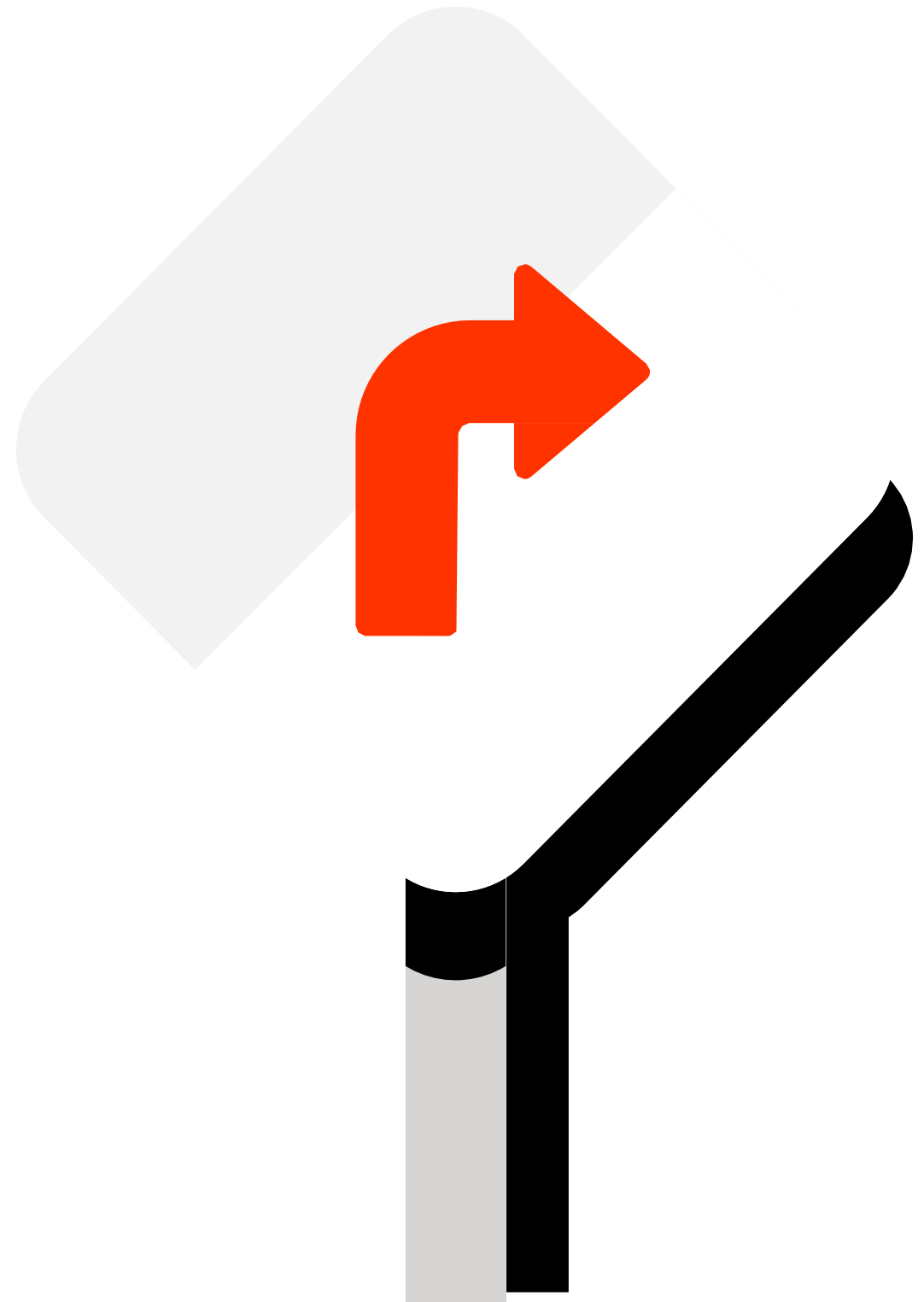
for reFlective on your  
actions.

**Look at your team results and how can  
you improve.**



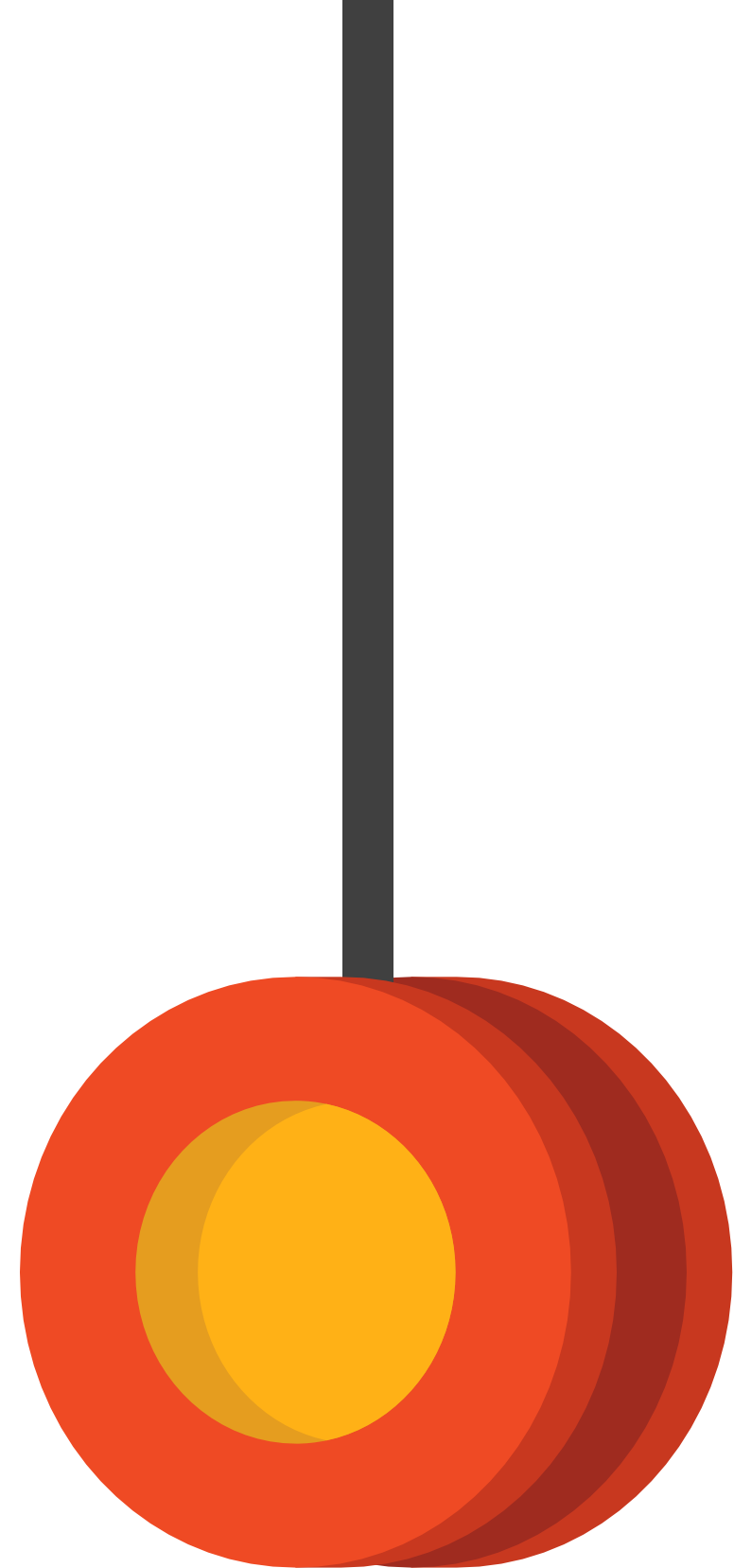
**Reflect on  
how you  
approach  
your team  
member.**

**Adjust if  
needed to  
be more  
effective**



**“We all need  
people who will  
give us feedback.  
That’s how we’ll  
improve.”-**

**Bill Gates**



Feedback in form of questionnaire about training experience with Kahoot or SurveyMonkey to help train the trainer.

Follow up with results of training and measurable goals



## SUMMARY:

- Experiential Learning
- Simplify Coaching
- Feedback is a Gift



# REFERENCES

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