COACHING TIPS: FACILITATING VS. DIRECTING

35% of employees prefer to be coached with a directive style; 65% prefer a facilitative style. A strong coach uses a balance of both.

TOP 5 BENEFITS OF EACH COACHING STYLE

DIRECTIVE
- Clarifying expectations
- Giving actionable feedback
- Establishing accountability
- Technical or factual learning
- Addressing performance issues

FACILITATIVE
- Building motivation
- Encouraging ownership
- Developing capabilities
- Promoting deeper learning
- Designing actionable goals

Executive Education
Owen Graduate School of Management
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