



Donald Cooper, MBA

Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

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Effective coaches do these 10 things...how do you stack up?

Coaching in sports and coaching in business have many similarities. Using the boxes to the left of each point below, realistically rate *your* business coaching performance on a scale of 1 to 10...with 10 being excellent. Then, total your score out of 100.

- 1) Effective coaches are passionate about winning and they’re committed to doing the work required to make that happen. Are you passionate about winning and committed to the work?
- 2) Effective coaches put together a winning team. They scout out and sign players with *both* the skill and the attitude to get the job done. Have you put together a winning team?
- 3) They assign each player a specific position with specific responsibilities, based on their talent and skill. Then they reassign positions when their original decision isn’t working. Do your ‘players’ have specific assignments and responsibilities and, if it isn’t working out, do you reassign them to other positions that they might be better suited for?
- 4) Effective coaches create a winning ‘Game Plan’...a Plan to beat the competition. To do this, they first study the competition to understand their strengths and weaknesses. Then, they communicate the Plan to everybody on the team. Does your business have a Plan...and does everybody on your team know what it is and what their role is to execute it?
- 5) Coaches constantly teach the skills and reinforce the attitude needed to win. “Training” and practice don’t just take place at the beginning of the season. They go on every week. Are you constantly training and coaching your staff to improve their knowledge and skills...and do you constantly reinforce and live the attitudes needed to win in *your* business?
- 6) Effective coaches inspire extraordinary effort. They have the ability, through their words and their example to “fire up the team”. Do you have the ability to “fire up your team” through your words and your actions?

Effective coaches do these 10 things: *(Cont'd)*

- 7) They also hold players accountable and discipline those who don't "show up", don't perform, or who hurt the morale or effectiveness of the team. Do you hold your people accountable and deal with non-performance in your business?

- 8) Effective coaches "send in" the odd play, but mostly they make sure that they have the right players in the right position, that everyone knows their assignment...and then they let them play the game. They know that "sending in plays" all the time destroys the team's confidence and takes away their initiative. Are you constantly "sending in plays" and micro-managing your team, or are you building a great team and letting them play?

- 9) Effective coaches keep stats to measure both team and individual performance. They know who's contributing and who's letting the team down. Do you know who's performing and who's not performing in your business?

- 10) They reward exceptional players with bonuses and trade players who don't perform. Do you reward excellence and deal with non-performers in your business?

How did you rate on these 10 key elements of effectively coaching your team...and what does this tell you about where you need to focus your time and attention?

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com , email us at info@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.