

A Strategic Approach to Coaching

Organization

Team

Individual



Coaching has the ability to unlock not only individual potential, but also to transform teams and organizational cultures.

But achieving those results requires a strategic approach—one that is **tailored to an organization's unique goals, and can evolve dynamically as its needs change.**

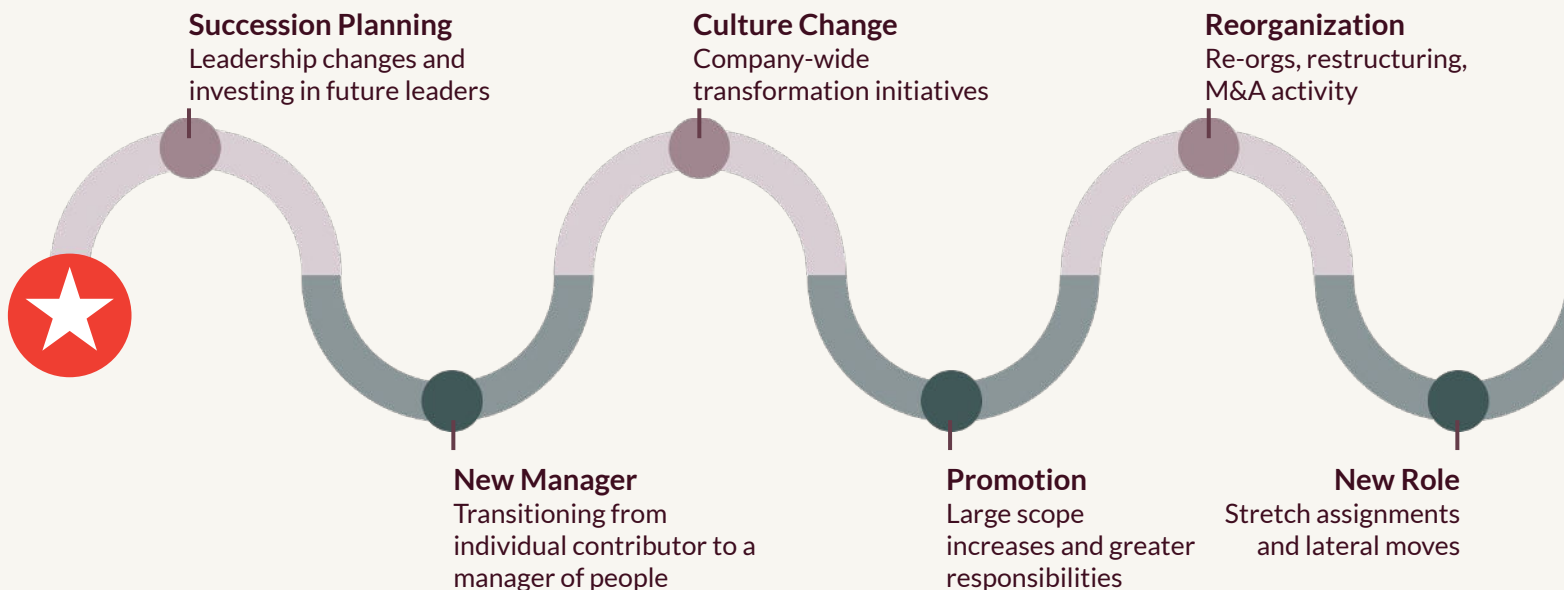
At Torch, this is how we create coaching engagements at scale that have benefits beyond the individual being coached. Our approach is a process that meets you and your organization where you are, and helps you identify what to do to achieve your goals.

No matter what your budget, constraints, or context may look like, you can drive transformational change from coaching in your organization by investing in the power of moments that matter.

Moments that Matter

● ORGANIZATIONAL

● INDIVIDUAL



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Defining Moments that Matter



Moments that matter are times of transition for an individual or an organization – for instance, when an employee becomes a new manager, or when an organization decides to reorganize or restructure. Like any life transition, these moments often demand new skills and introduce greater uncertainty, creating stress for individuals that can challenge their confidence and weaken their leadership. At the same time, these moments are also golden opportunities for behavioral change (more on this below). When organizations leverage coaching during moments that matter, leaders develop new skills and clarify what's important to them, strengthening their capacity even as the ground beneath them shifts.

MOMENTS THAT MATTER:

- ✓ Times of transition
- ✓ Period requiring new skills
- ✓ Greater uncertainty introduced
- ✓ Stress challenging confidence

= **Golden opportunities for behavioral change**



Why Coaching is a **Must-Have Program** During Moments That Matter

Moments that matter simultaneously present big risks, and great potential rewards, for organizations.

First, let's look at the risks. During moments that matter, employees may be at greater risk of attrition and disengagement. We can see this play out across different moments: If new managers don't cultivate the right skills early on, they're less effective and more likely to drive quiet-quitting. **Company reorganizations are the second highest predictor of attrition** and **3.5x** more predictive than how employees assess their compensation.

Providing coaching to employees during moments that matter does more than equip them with skills—it signals that the organization is committed to their growth

At the same time, there are also big potential rewards as employees may be more open to changing and growing.



People are more motivated to pursue their goals in moments when they feel like they've started a new life chapter. This phenomenon is called the “fresh start effect,” and helps explain why it can be easier to change our behavior at the start of a new calendar year, when we get promoted into a new role, or when we start at a new company, to name just a few examples.



How Coaching Drives Behavior Change **at Scale**

The “fresh start effect” can benefit not just the coaching participant, but their team and organization, too. **Evidence suggests that coaching has a ripple effect, with the potential to create positive change that extends beyond the individual being coached to their team and organization.**

For instance, we’ve found that **34%** of coaching participants spent more time coaching and mentoring others after going through coaching. Other research shows that direct reports of coached managers are more likely to be satisfied at work and be committed to their organizations. Organizations that intentionally deploy coaching

and have strong coaching cultures are more likely to report high performance, higher retention and higher engagement across the organization.

Though we believe that everyone inside an organization can benefit from coaching, the ripple effect means that not every program needs to start with hundreds or thousands of participants to have an impact. Ultimately, focused coaching leverages moments that matter to help you and your organization uncover the right people for coaching at the right time to drive organizational transformation.

How do you begin to build your strategy?

We’d love to help you build a coaching strategy by leveraging moments that matter
[**Schedule some time to talk to us today>**](#)