

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



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