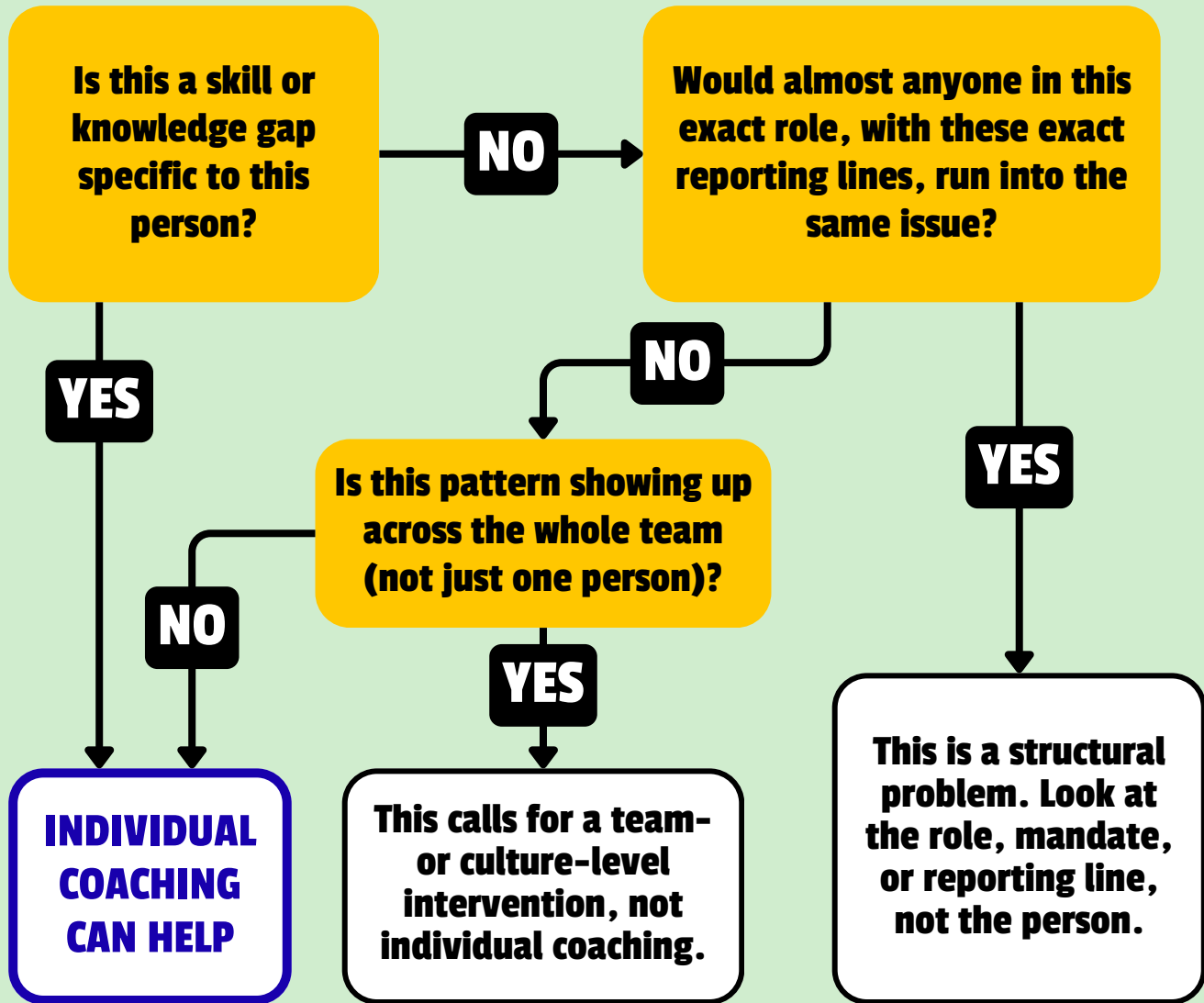


IS COACHING THE RIGHT TOOL?

BEFORE ASSIGNING A COACH, DIAGNOSE THE PROBLEM. COACHING CHANGES PEOPLE—IT DOESN'T CHANGE THE SYSTEMS AROUND THEM.



It comes down to a simple question:

If this person changed everything a coach could plausibly help them change, would the underlying problem actually go away? If not, coaching won't address it.