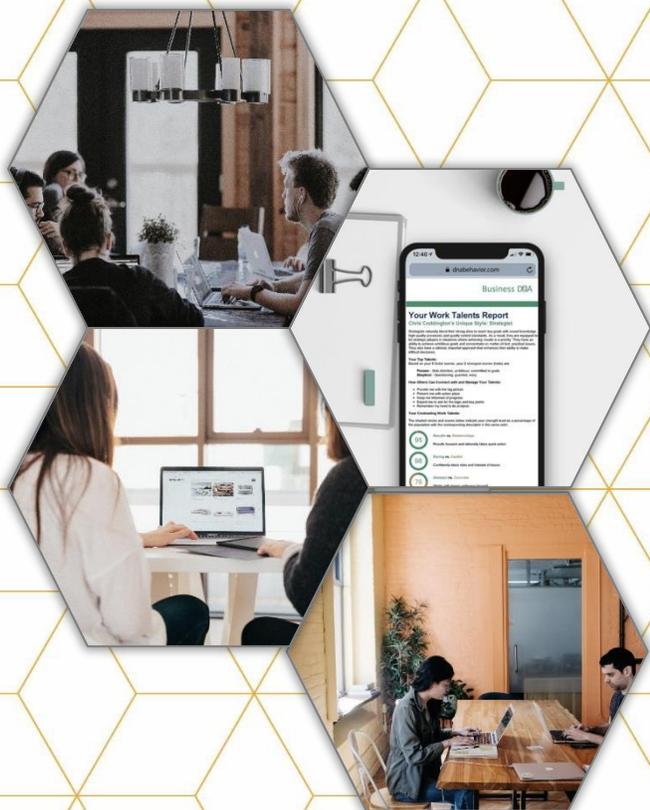


How to Coach Team Members to Achieve Great Success



DNA Behavior®

Coach and Empower Your Teams to Greatness:

It takes time to build a successful, cohesive team. People make up teams and people are different.

Knowing how to use the talents and behaviors of each individual to grow the person, and consequently the team, requires an investment, not just of leadership time, but also a scientifically validated personality and talent discovery process. That's the starting point!

Then, and only then, can leaders stand back and let their team function to their optimum. When you know the individual and how to motivate them, release them. That's when greatness comes to the surface and teams are successful.

It You Don't Know Them, You Can't Motivate Them

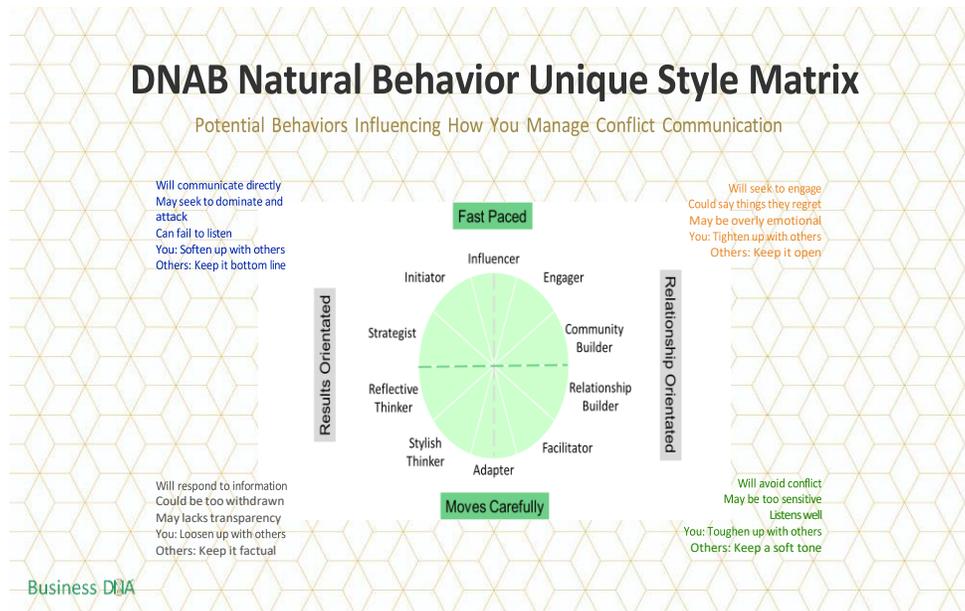


Business moves ahead at a fast pace and very often teams are put under significant stress and pressure, (as also are leadership). We've all met challenging workplace behaviors but coaching effectively requires leadership to understand whether this behavior results from pressure, stress, lack of training or something else.

When this level of insight is known and understood, leadership is better placed to offer support and well thought through coaching strategies to the individual and/or team.

Under pressure it doesn't take much to trigger inappropriate responses. These reactions can be to each other in a team or to customers. Getting communication right through understanding what elicits inappropriate responses is important to successful coaching.

This graph shows inherent behaviors revealed through DNA Behavior's Natural Discovery process and indicates how individuals might respond to difficult conversations, when under pressure, or even instruction. Further, it gives suggestions on how you and others might react to the individual.



Investing time into coaching team members is never wasted. Not only will this kind of involvement with teams identify available underused talents, but it will also surface a lack of skills and potentially rogue behavior.

Quality coaching supported by behavioral insight enables the individual and the team to achieve their full potential. Teams become more successful when the coach is supportive and non-judgmental but understands the individual and how best to encourage and motivate them.

From the leader's perspective, it is important to have a plan of action to manage people whose behavior compromises the team. When teams see management failing to 'deal with', for example, a poor work ethic, negativity, or inappropriate and destructive commentary, managerial effectiveness is compromised.

When You Know Them – Release Them:

Once you have insight into the talents and behaviors of individuals, it's important to release them to function as a cohesive team. As a leader, you can still coach and advise but micromanaging never brings the best out in anyone.

Ask any successful team what makes them successful, and they will say they feel part of delivering the vision. It's achievable; they see where they fit in delivering it. They have a sense of ownership of the business and where leadership is taking it.

If, as a leader, you've done your job in terms of knowing your people, let them do their job without tight control. It's all about trust. If you've coached them well and your door is always open, they will perform optimally.

You will soon understand how successful your coaching approach is when you see your teams working together and not as a group of individuals pulling in different directions.

Demonstrate Accountability and Teach Responsibility:

As a coach remember that you are unlocking potential to maximize the performance of the team and its individual members. So, it is important to the success of this approach that you, as their coach and leader, demonstrate integrity and behavior conducive to what you are coaching and teaching.

Be who you want them to be. If as their leader you are part of a team, make sure that team represents the standard you are teaching and coaching. Employees see through hypocrisy and double standards. A management team at war with itself does not translate to successful teams.

If you've coached them well, they will own their individual and collective performance. They will work together as a high performing team to achieve the vision and outcomes required to deliver business success. They will fully appreciate both as individuals and as a team the need to be accountable for their actions and responsible for delivering outcomes.

Future-Proofing the Team:

Sometimes coaching needs to be remote. Take the DNA Behavior Team for example. We are a global organization and not just global, we are all behaviorally different. And yet, we work well together and are constantly looking to future proof the way we work through the use of technology, going deeper into our individual and collective behaviors to understand each other.

Personal and professional development is encouraged. Not only does the individual benefit from this, but so also does the team and the company. We manage remote working very well.

The team meet regularly via voice and video chat apps. The managing director is approachable and available on a daily basis. We are a learning team always reading and discussing our business.

Yes, we are further along the '*being coached road*' but we never underestimate the power of constant learning. Using our individual DNA Behavior Natural Discovery reports we know each other's behavior, each other's stress buttons, each other's strengths and skills, but most importantly, we know how to communicate with each other. Whilst we as a team see technology is the key enabler of remote working, we never lose sight of the need to coach or be coached.

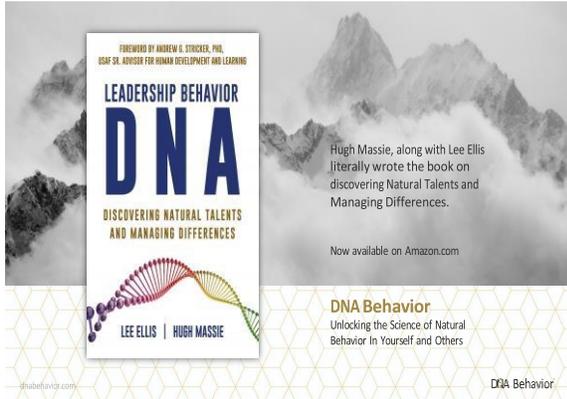
Accelerating Human Performance Through Coaching:

We deliver real-time management solutions through validated behavioral insights to connect, customize and power human performance and so can you. There is no barrier to coaching teams to success if you have behavioral insights into the individuals that make up the teams.

In just 10 minutes you can have this information at your fingertips. Imagine being able to coach based on individual personality, behavior, and talent. This approach keeps stress levels low and demonstrates the value you place on them as you invest in a discovery process such as DNA Behavior.

DNA Behavior[®]

Want to know more?



Head to Amazon.com for [Hugh Massie's new book](#) to take a deep dive into understanding behaviors.

To learn more about DNA Behavior International and the solutions we offer, please visit: www.dnabehavior.com

If you have any questions or would like to discuss with an executive on our team, please email us at: inquiries@dnabehavior.com

