

Business Performance Coaching Ensures We Can Always Do Better

From childhood and throughout our working lives, we are told that we 'could do better'. However, there is no natural ingredient within us that tells how to improve our business performance. I have set out five key tips based on business performance coaching techniques that can achieve results.

Many of us can remember our school report with the comment 'Must do better!' and it seems that it is a message that is common in media headlines too. Whether it is politics, business or sport, we often see headlines stressing the need to do better.

"Scotland's enterprise agencies must do better"

"Must do better: Ed Ball's end-of-term report"

"New Tesco boss says must do better in tough UK market"

The work place is no stranger to the 'must do better' comments from bosses in their assessment of employee performance. Of course, we all know people who just coast at work, knowing full well what they are doing and in need of a little 'encouragement'. However, for many people, they are just not sure what they need to do to improve their business performance. How many people actually know what 'must do better' means? If they did know how to improve their business performance then they would choose to use appropriate strategies to make a difference.

People don't have all the ingredients required in their personality to improve their performance; contrary to popular belief. Too often, people keep a lid on their true potential and therefore assuming business performance will improve as a natural process proves to be a false assumption.

Additional training is the common response to a shortfall in performance but if the delegate is only there because they have to be rather than they want to be, their attitude is unlikely to support any real learning or skills development. Ultimately, this will impact on how much is absorbed from what might prove very expensive training.

Brian Mayne's book on 'Goal Mapping' and Steve Covey's 'Seven Habits of highly effective people' are amongst many books on improving business performance and are very interesting reads. However, the real sparks of creativity, understanding and wisdom that ultimately make the difference to performance, in my view, come from coaching.

Blockages to performance require strategies and action plans that are developed through performance coaching. Coaches enable individuals to set milestones that provide measures for business performance and help bolster their confidence. The performance coaching method gets to the heart of the matter.



**Rowan Johnson -
Performance Coach**

I have developed five key tips for improving business performance based on the masters named above and NLP strategies that build on what works.

1. Improving awareness of self and others

Only when someone has a clear understanding of their potential can they achieve it. A higher self awareness is the key to improving performance. Having knowledge of yours and your colleague's learning styles, likes/dislikes, their thinking styles, values and how you impact on each other, makes a difference to individual and team performance. Understanding the factors that create an individual's 'winning edge' and then concentrating on improving them is how a significant difference is achieved.

2. Possibility consciousness

We tend to hold distorted information about our self and others due to a filtering system based on our own values and beliefs. As a result, our attitudes, opinions, actions and ultimately our results are impacted. It is therefore important to constantly fine tune beliefs by testing them against what we think is reality by searching for evidence and always keeping an open mind. Something may work in the future despite the fact that it hasn't yet.

3. Being on Purpose

Individuals can maximise their performance by uncovering their own motivation strategies which will generate enthusiasm. Thinking that everyone is motivated by money and you can increase their performance by throwing more money at them, is just an old myth. Psychometric assessments are a useful tool for understanding motivation and thereby helping individuals to be on purpose.

4. Maintain a Positive Focus

We can easily get distracted which moves us away from our priorities and sets us off course. The ability to focus on a business activity is obviously fundamental. Instead of thinking why we can't do something, focussing on 'why we can achieve something' allows us to develop solutions even in adversity. It enables an individual to achieve self mastery of mind and emotions.

5. Involve to evolve

We often have a tendency to rely on our own tried and tested methods and do not think to change our thinking. Sometimes we need to think more inwardly with greater intensity. Too often we just seek advice from senior colleagues rather than consulting junior members. There are numerous opportunities to receive feedback from different situations. Our business performance can be improved through a wealth of information that surrounds us but we need to be open to it and remain conscious.

**Rowan Johnson
Performance Coach**