



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

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DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA315 STRATEGIC HUMAN RESOURCE MANAGEMENT

II YEAR /III SEMESTER

Unit V - EMPLOYEE COACHING & COUNSELING

Topic - Employee Coaching



EMPLOYEE COACHING

Definition

A developmental process where an experienced coach provides guidance and feedback to improve employee performance and potential.

Purpose

- Align individual goals with organizational objectives.
- Enhance employee capabilities and career growth.



IMPORTANCE OF EMPLOYEE COACHING

- **Talent Development:** Helps in nurturing skills and competencies.
- **Performance Improvement:** Addresses skill gaps effectively.
- **Retention Strategy:** Builds loyalty and job satisfaction.
- **Strategic Alignment:** Aligns workforce with business goals.

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TYPES EMPLOYEE COACHING

- **Executive Coaching:** For leadership development.
- **Performance Coaching:** Focused on specific performance issues.
- **Career Coaching:** For long-term career planning.
- **Skill-Based Coaching:** For acquiring new technical or soft skills.



STEPS IN THE EMPLOYEE COACHING

Identify the Need for Coaching: Performance reviews, feedback.

Set Clear Goals: SMART objectives (Specific, Measurable, Achievable, Relevant, Time-bound).

Develop an Action Plan: Define strategies and timelines.

Conduct Coaching Sessions: Regular, structured meetings.

Monitor Progress: Continuous evaluation and feedback.

Review and Reflect: Measure outcomes against goals



ROLE OF HR IN EMPLOYEE COACHING

- Act as a mentor and facilitator.
- Provide constructive feedback.
- Foster a supportive and trustful environment.
- Encourage self-discovery and independence.



BENEFITS OF EMPLOYEE COACHING

- **For Employees:**
 - Enhanced skill sets and career development.
 - Increased confidence and engagement.
- **For Organizations:**
 - Improved productivity and performance.
 - Greater alignment with strategic goals.



CHALLENGES IN EMPLOYEE COACHING

- Resistance to Change: Lack of willingness to adapt.
- Time Constraints: Difficulty scheduling sessions.
- Inadequate Training: Lack of skilled coaches.
- Undefined Objectives: Ambiguity in goal-setting.



CORE SKILLS FOR EMPLOYEE COACHING

- Active Listening
- Empathy
- Effective Communication
- Questioning Skills
- Goal-Setting Ability
- Feedback Delivery
- Problem-Solving and Decision-Making
- Emotional Intelligence (EI)
- Adaptability and Flexibility
- Building Trust and Rapport



RECAP

QUESTIONS???

THANK YOU