

Peer Coaching - Creating a Community

WHAT IS PEER COACHING AND WHY USE IT?

“Peer Coaching” is really just coaching people in groups. It is not a training course. A training course delivers material. Peer Coaching facilitates learning by leading discussions in groups.

To be successful, groups must have some similar objectives. Peer Coaching works quite well with groups of high potential managers who are in line for rapid promotion. It also works well for women leaders who want to more effectively contribute and more effectively manage their careers in a work environment. Finally, groups seeking to learn a specific topic can benefit from peer coaching (sales skills, management skills, coaching skills).

There are a few good reasons for choosing Peer Coaching over individual coaching. The first and most important reason is that people in a group setting can learn from one another. The people in these groups learn as much from each other as they do from the material or from the facilitator.

The second reason is that the group coaching model drives accountability. As people share goals and successes with their peer coaching group, they re-enforce success for themselves and encourage success for others.

The third reason peer coaching works is that is a good forum to practice new skills. The peer group is a safe place to try some new skills and gain quick feedback.

The final reason is cost. Although Peer Coaching is not inexpensive, the cost per person is much lower than an equivalent individual coaching program.

WHAT IS THE OBJECTIVE OF PEER COACHING?

The primary objective of Peer Coaching is the same as individual coaching – to help people meet their career objectives and be better at what they do.

The secondary objective of Peer Coaching is to create a community. Peer Coaching done well results in a group of people (usually 10-15 people) who know each other well, share some similar objectives and provide each other ongoing support and ideas to each other. We know a Peer Coaching Group has been particularly effective when the group stays connected long after the group sessions end.

HOW DOES PEER COACHING WORK?

At IMPACT, Peer Coaching is a mix of individual and group coaching sessions supported by technology and thought leadership. Each group we work with will have a different mix and number of sessions depending upon their objectives.

Peer Coaching follows our IMPACT individual coaching model. We gather data. We contract with the group and the individual and develop coaching objectives. We begin coaching based upon the coaching objectives. We provide expert material throughout the process. We close with an evaluation of progress to objectives.

WHY DO IT?

Here are some of the reasons we've seen:

- To improve retention
- To increase business development capability
- To develop successors on a succession plan
- To increase the leadership effectiveness of a group of leaders
- To improve the coaching skill of a group of people



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Learn more about Claire and IMPACT's services on our website: www.impactconsultinginc.com