

IMPERATIVE



SNAPSHOT
**BUILDING A COACHING
CULTURE**

Leverage the power of peer coaching to enable every employee to have access to coaching and learn coaching skills.

Coaching Culture

Coaching cultures are distinct from others because they exhibit these four behaviors:

1. **Employees are appreciated and valued** based on their potential and **unique experiences and perspectives**. They hold each other accountable for realizing their potential.
2. People **refrain from giving advice** and solving other people's problems. Instead they help their colleagues **solve their own challenges** and offer empathetic stories to spark ideas.
3. There is a **natural curiosity** to learn about each other. Conversations use open ended questions that allow people to explore and be creative.
4. **Employees own their own fulfillment and success.**



91%

Managers report that 91% of the pledged actions they complete through peer coaching impact their success.

This is an opportunity where you have to sit and listen and the only way to really help this other individual is by asking questions. So that's a skill that some people don't utilize all the time. But this platform gives you that perfect way to do that where they listen and you listen. And then you're like, 'That really worked' as opposed to just always trying to be a direct manager... which I think people tend to do that, they tend to lean on the direct side and just tell people what to do.



Manager, Retail

Unlike traditional coaching, peer coaching quickly builds coaching skills that can be applied with direct reports.

Managers on the Imperative peer coaching platform require no training to begin coaching. The platform teaches them as they engage in coaching with another manager. They receive coaching questions, follow up questions, and tips in real time so they can operate as an effective coach within minutes. As they do more and more sessions, they start to build coaching skills through practice. These skills then begin to be applied in all their conversations with their teams, across the organization, and even at home with their families.

We have weekly manager calls for our region and I noticed that the environment overall on these calls was a lot more relaxed. And we were all able to really share our thoughts and we began even messaging each other, slacking each other, whenever there were challenges.



Manager, Manufacturing

EASY TO IMPLEMENT AND SCALE

Imperative's SaaS platform makes it easy to launch and manage peer coaching at scale. With wrap-around support, it's a complete solution for your manager development team.

- Dynamic peer matching
- Purpose profile
- Embedded personalized guides
- Conversation scheduling
- Action setting and tracking
- Analytics



Managers find 96% of their peer coaching conversations helpful.

Manager-to-manager coaching with Imperative is also designed to easily add on to existing programs and events, making it hassle-free. It is typically introduced to managers as part of an existing manager training program to amplify and apply the learning. From there, managers are launched into the learning and support network on Imperative.

We were just paired wonderfully. Our conversations are informative, insightful, emotional, and productive.

Manager, Customer Service

