

As a Coach, what are the keys to maintaining employee morale, enthusiasm and performance in a volatile marketplace?

The tough market conditions makes it difficult to keep employee morale, enthusiasm and performance at a high level.

The Coach must possess critical skills that will positively impact the Team Member and the Business. Think of the major athletic coaches of today and years gone by. They possessed the skills necessary to bring the performance of a group of diverse individuals to the champion level. A Coach in business must understand the diversity of each player and work with them as individuals regardless of the market conditions. No two players are the same, so stop Managing them like they are. Market conditions change, be flexible and proactive. Coaches must forge the following in each team member:

- Builds Job Capacity
- Inspire
- Reflect Back Ideas
- Facilitate Learning

Coaching offers a positive atmosphere to every team member, regardless of the condition of the market place.

Here are four truths in Coaching and Motivating your team during tough business times.

- **Listen** to Employees, (Not just their words, actions do often speak louder)
- Don't just talk open **door policy**, (Really Open your Office Door)
- Conduct **One-on-One** meetings, (where needed, casual coffee breaks).
- Concentrate on **building credibility** for Good Times to come, (both yours and the company's)

Regardless of the market conditions we must be forward thinking, yet realistic and honest with our team. Good Coaching