

Benefits of Coaching



Coaches have the knowledge and expertise to help you become your best self. You can hire a coach to help you make the next step in your career, or your company may value career growth and professional development among employees and hire a coach to help their team members achieve it. In either scenario, a coach can build stronger, more goal-oriented teams. In this article, we explain why coaching in the workplace is important and share 11 benefits of coaching.

The benefits of coaching

Both employers and employees can gain from working with a career coach. Here are 11 important benefits of bringing a coach into your workplace:

1. Learn to stay on task

Procrastination is a common challenge many professionals experience throughout their careers. Working with a coach can help you develop the time-management and prioritization skills to help you overcome it. They can help you realize that it's important to look at both the short-term and long-term consequences of your actions. By getting your more challenging tasks done right away, you can enjoy a more relaxed schedule for other tasks. A coach can help you develop the strategies you need to motivate yourself to get work done on time.

2. Create better goals

Creating effective goals is the key to finding success in your career. A coach can help you build SMART goals—goals that are specific, measurable, attainable, relevant and time-bound, thereby making them more likely to achieve. Your coach can help you find the right balance of being ambitious and realistic when setting goals. They can also help you develop techniques to stay focused on immediate goals as well as big-picture planning.

3. Improve productivity

Improved productivity is good for both employers and employees. When you are motivated to be productive, you can enjoy the benefits of your labor. For example, by working hard now, you can spend the rest of the week working at a more leisurely pace, applying your efforts to tasks that need more focus. Likewise, getting all of your work done now gives you the opportunity to ask for more responsibilities. By taking on more work, you are showing your employer you are ready for the next step in your career. This can help you improve your chances of getting positive feedback, raises or promotions.

4. Learn what you're missing

A career coach can help you pinpoint certain areas of your career and life that you are overlooking. Gaining an outside perspective is a useful way to learn about yourself and your goals. Your coach may be able to ask you insightful questions to help you reflect on things you haven't thought of before. They may also be able to guide you in the right direction when choosing what to do next.

5. Reflect on your values

Learning what you value is crucial to career success and happiness in your work. Once you define these values, you can start to develop a plan to support them. A career coach can help you figure out what you care about and why, then guide you in how to implement those values in your daily work. This process of reflection can help you feel happier about your career and more motivated to do what you feel is important.

6. Overcome personal obstacles

Sometimes, people are their own biggest barrier to success. A career coach can help you overcome personal obstacles and start reaching your goals. They have the expertise to help you define your limits and overcome them. A career coach can help you develop a more positive mindset and instill the belief that you can do anything. They can help you identify mental and physical barriers and find ways to work around them.

7. Become more confident

When applying to a new job or trying to get a promotion, a little confidence can go a long way. While confidence comes naturally to some people, it is a learned skill for others. A career coach can give you the tools to start building up your self-esteem and self-assuredness. By using daily reminders and affirmations, you can become a more confident professional and achieve great things.

8. Develop transferable skills

Getting support from a career coach as you work on particular skills can help you find more success. Whenever you're feeling challenged or unsure, you can go to your coach for advice, guidance or a boost of motivation. It's their job to make sure you feel their support and encouragement as you work to develop important soft skills that help you work well with others, such as communication, conflict management, time management and problem solving. Working to be a better communicator and team member can take you far in your career. While the skills you develop can help you in your current role, they can be helpful in any other jobs you pursue.

9. Feel motivated to do more

While internal motivation is important, a career coach can give you the external motivation you might need to feel revitalized about your role in the company. Meeting with this career professional can help you learn ways to increase your energy levels and feel excited about your work, which improves morale and productivity. By feeling motivated to contribute more to your company, you can open yourself up to new and exciting career opportunities. Advancing your career starts with how motivated you are and how much effort you're willing to exert.

10. Create meaningful connections

Even if your employer has a career coach in the office for one day, this is still a great opportunity to build a meaningful connection with this professional. Make an effort to ask for their contact information so that you can meet with them in the future. See if the coach has a career blog that you can follow. If they are a thought leader in their industry, they may have a content-heavy website, insightful videos to share or upcoming lectures that you can attend.

11. Reflect on your career

Meeting with a coach is a good opportunity for employees to reflect on their careers. This is your chance to think about what you have accomplished and what you hope to achieve in the future. Working with a coach may even inspire you to strive for your next promotion.