



## Coaching Culture Cheat Sheet: Your Quick-Reference Guide

*From the book Building a Coaching Culture: The Ripple Effect by Kim Lee (coming Spring 2026)*

For the busy leader, manager, or team member looking to make an impact, keep this guide handy to re-center your coaching mindset and start creating your own ripple effect of positive change.

### Key Coaching Mindset Principles

- **See Potential:** Believe in others' inherent abilities, even when they can't see it themselves.
- **Embrace the Ripple Effect:** Recognize that positive coaching cascades, inspiring others to pay it forward.
- **Lead with Care & Challenge:** Combine genuine personal connection with direct, honest feedback for growth.
- **Foster a Growth Mindset:** View feedback and setbacks as opportunities for learning and development.
- **Prioritize Psychological Safety:** Create an environment where vulnerability and risk-taking are safe.

### Essential Coaching Skills

- **Active Listening:** Truly hear and understand (not just wait to speak).
  - **Tip:** Paraphrase to confirm understanding. Ask clarifying "what" or "how" questions.
- **Powerful Questioning:** Guide discovery ("What have you tried?" "How might you approach this?").
  - **Tip:** Be comfortable with silence; let them think.
- **Empathy & Support:** Connect personally and offer partnership ("I'm here to support you").
  - **Tip:** Validate feelings, even if you don't agree with the action.
- **Constructive Feedback (SBI Model):** Deliver feedback that is specific, observable, and impactful.
  - **Situation:** When/where it happened.
  - **Behavior:** What was observed.
  - **Impact:** The effect of the behavior.
  - **Tip:** Deliver promptly and privately.
- **Empowerment:** Delegate with intent, providing resources, not just answers.
  - **Tip:** Resist the urge to "fix it" for them.
- **Patience & Persistence:** Growth takes time. Celebrate small wins and learn from setbacks.
  - **Tip:** Consistent check-ins reinforce your commitment.

### Situational Coaching & Feedback Tips

- **Know Your People:** Understand individual motivators, learning styles, and communication preferences.
  - **Tip:** Ask questions like, "How do you prefer to receive feedback?" or "What helps you feel most supported?"
- **Adapt for Generations:**
  - **Gen X:** Prefers clear, concise, direct feedback; frame it as an opportunity and respect their independence.
  - **Millennials:** Value regular, specific feedback; explain the "why" and link it to their development.



- **Gen Z:** Expects real-time, transparent feedback; focus on impact and purpose.
- **Encourage Two-Way Feedback:** Actively ask for feedback on your own leadership to model vulnerability.
  - **Tip:** Thank team members for their input and demonstrate change based on their suggestions to build trust.

## Cultivating a Coaching Culture

- **Communicate the Vision:** Clearly articulate *why* coaching is essential for success.
- **Involve Everyone:** Engage employees in shaping the coaching approach.
- **Lead by Example:** Leaders must model coaching behaviors and accept feedback themselves.
- **Provide Ongoing Support:** Offer training, mentoring, and resources for continuous development.
- **Recognize & Celebrate:** Acknowledge and reward effective coaching and growth.
- **Measure Impact:** Track both stories (qualitative) and data (quantitative) to show the ripple effect.
- **Be Patient & Persistent:** Cultural change is a marathon, not a sprint.
- **Integrate into Systems:** Weave coaching into performance management, talent development, and other core processes.

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Use these principles to start creating your own ripple effect today. For a deeper dive with more stories, data, and actionable frameworks, get your copy of **Coaching Culture: The Ripple Effect**.