

# Qualities Of The Coach Manager

***A Coach Manager can be recognized by the following:***

**1. Coach Managers are models for others, not just expert managers.**

- They have a life that is full and rewarding.
- They have high standards (how they operate and conduct themselves).
- Enforce extensive boundaries early rather than taking corrective action later.

**2. Create problem free zones versus being expert problem solvers.**

- Don't tolerate problems.
- Expect staff to get so far "ahead" (with a reserve) that problems are rare.
- Get juice from effortlessness versus overcoming challenges, victory, squeaking by, etc.

**3. Have more than they need.**

- Have every tool, piece of equipment, system, skill and knowledge they need to easily produce.
- Are always ahead on quotas, deadlines, projects.
- Have room or space during the day to get and stay ahead versus putting out fires or running on adrenaline.

**4. Have the agreement from staff to coach them.**

- Working with staff that permit and enjoy manager coaching them deeply and not take it personally.
- Everyone on the team coaches each other to be their best.
- Adapts their style to the behavioral style of each staff person, yet isn't wishy-washy either.

**5. Are accomplishment, win-win-oriented versus merely results-oriented.**

- Don't manage department or people as if it is all a battle or risk to lose, but rather, a game to play.
- Enjoy helping staff grow; invest in the employees for short and long term.
- Are who and what based versus just what based. People are people, not things, not assets.

**6. Focus on excellence, present perfect.**

- When the game is big enough and attractive enough, staff rallies and the best comes out.
- The price that comes from doing great work as a team "attracts" larger results.
- Have the quality of the work experience be the daily win, not just a "victory campaign."

**7. Don't tolerate anything.**

- Managers get their needs met at home, not at the office.
- Underperforming or problem staff are turned around, transferred or fired. No weak links.
- Respond immediately to tolerations versus waiting for them to build, become a problem, or irritate.

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