



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

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DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA315 STRATEGIC HUMAN RESOURCE MANAGEMENT

II YEAR /III SEMESTER

Unit V - EMPLOYEE COACHING

Topic - Employee Coaching



EMPLOYEE COACHING

DEFINITION:

- ▶ “Coaching is the art of facilitating the performance, learning and development of another”.
- ▶ “Coaching is a strategic process that adds value to those who are coached, as well as to the organisation”
- ▶ “Coaching is a systematic procedure enacted within a helping relationship that has the aim of fostering the coachee’s development”.



NEED FOR COACHING

- Providing feedback
- Creating opportunities
- Discussing motivational issues and problems
- Developing an employee
- Questioning the employees





PROCESS OF COACHING

- ▶ Set development goals
- ▶ Identify developmental resources and strategies
- ▶ Implement strategies
- ▶ Observe and document developmental behaviour



ROLE OF HR IN COACHING

- ◀ HR practitioners need to understand;
 - ◀ the appropriate and effective intervention time of coaching.
 - ◀ the types, tools/models of coaching
 - ◀ Selection of qualified coaches
 - ◀ Setting up of contractual arrangements & developing mechanism
 - ◀ The coaching process and skills required.
- ◀ Provide training in the coaching process to other functional managers.
- ◀ HRD programmes for the uncovered problems in coaching.
- ◀ Create an environment encourage coaching.



RECAP

QUESTIONS???

THANK YOU