



COACH'S THESIS

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1. There are very few coaches in the world who know how to build teams. High-performing teams cannot be formed without a coach. Nevertheless, the skills of a coach can be learnt through many years of experience with teams.
2. Team gets its life force from dialogue. Without trusting relationships there can be no dialogue. Coach, together with team, creates an atmosphere of trust.
3. Conflicts are always an opportunity for a coach. Team develops through them.
4. Diversity causes challenges. Coach has to take care that team is made of diverse personalities and that differences are turned into strengths.
5. Coach must use his personality. Personality is one of the most important tools of a coach. You mustn't hide behind your coach's role; instead you must do your job openly.
6. The Principle of Absence from Intervention: You must know when to act and when to intervene and when not to. Do not intervene when you feel like you should and intervene when you do not want to intervene. Coaching requires understanding of current situation. Always remember that coach is not a team member.
7. Be patient. Team must go its journey through highs and lows. This journey is a process of development and growth. Coach must sense in what state team is and act accordingly. Only in the end you see what the team is capable of.
8. The high-performing teams are very rare and only 10% of teams reach the top. However, through good coaching all teams can reach a good performance level. If in your coach's career you want to experience two high-performing teams, you need to coach 20 teams. As you can count, how many years it takes to coach a high performing team, you realize that you cannot quit until you are very old!
9. It is imperative that a team has leading thoughts, mission and vision. They cannot be created without the support and guidance of a coach. They help the team to align its energy towards its shared goal.
10. In sports it is normal that a coach has only one team that he coaches. However, in business it is normal to coach more than one team at a time. One success doesn't make you a master – you are a master when you have coached many teams successfully.