

# COACHING



## A SIMPLE APPROACH TO COACHING

A FEW SIMPLE QUESTIONS CAN SPARK POWERFUL PERFORMANCE SHIFTS



For over 30 years Ross has combined his extensive training in Behavioural science with his insightful observations and business experience.

He guides leaders to build great teams, strong leadership, and a culture they need to achieve their strategy.

**ROSS JUDD**

The Leaders Guide

Coaching isn't about the occasional breakthrough—it's about ongoing leadership practice.

With regular use, your team will:

- Take more initiative
- Reflect more deeply
- Own their performance

And the best part? They'll respect you more for it.

TEAMFOCUS  
PLUS

# COACHING CHECKLIST

Coaching isn't about correction—it's about connection and growth. A few simple questions can spark powerful performance shifts. Start small, stay consistent, and watch your team thrive.

## PRE-COACHING PREPARATION

- [ ] Identify the coaching topic or challenge
- [ ] Set aside uninterrupted time and space
- [ ] Clarify the desired outcome of the session

## SIMPLE COACHING CONVERSATION

- [ ] Ask: 'What did you do well?'
- [ ] Ask: 'What would you do differently next time?'
- [ ] Offer: 'Here's what I think you could do differently'
- [ ] Offer: 'Here's what I think you did well'
- [ ] Agree on action steps and next steps

## FOLLOW-UP AND SUPPORT

- [ ] Document agreed actions or next steps
- [ ] Schedule a check-in to assess progress
- [ ] Acknowledge improvement and reinforce strengths
- [ ] Adapt future coaching based on team member needs

## COACHING MINDSET REMINDERS

- [ ] Stay curious, not critical
- [ ] Focus on growth, not perfection
- [ ] Use short, regular conversations
- [ ] Encourage self-reflection over instruction
- [ ] Listen more than you speak

Choose a topic or something you want to review and set the context for the conversation

