

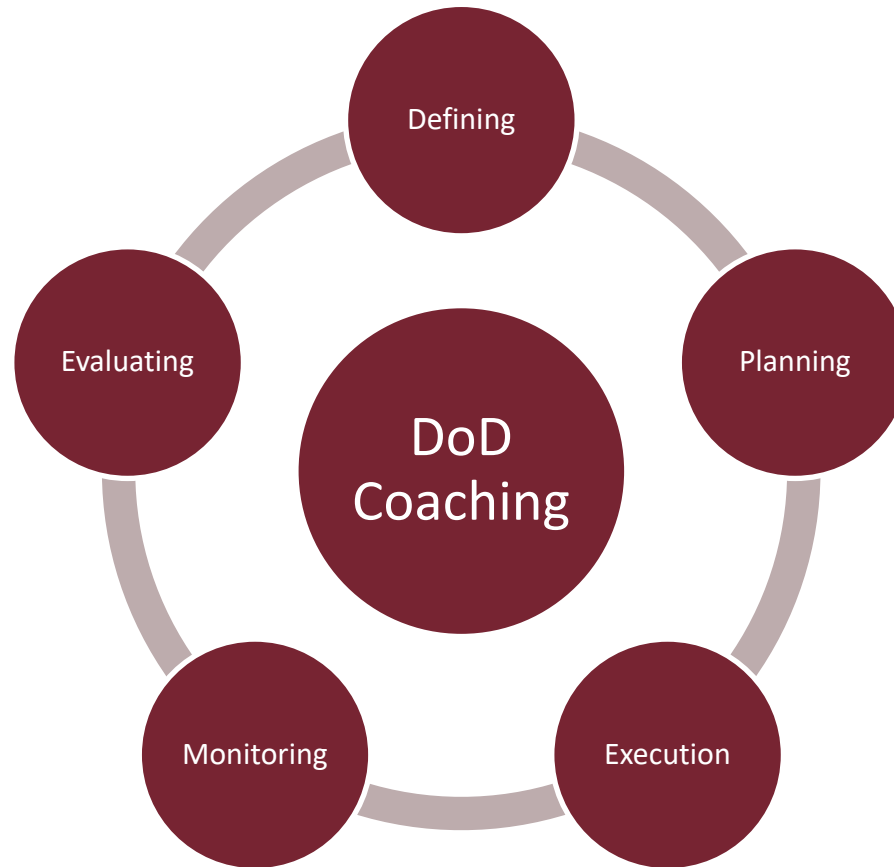
DoD Coaching Program Management

Guide For Establishing and Managing your Agency's Coaching
Program

What does it take to be an effective Coaching Program Manager?

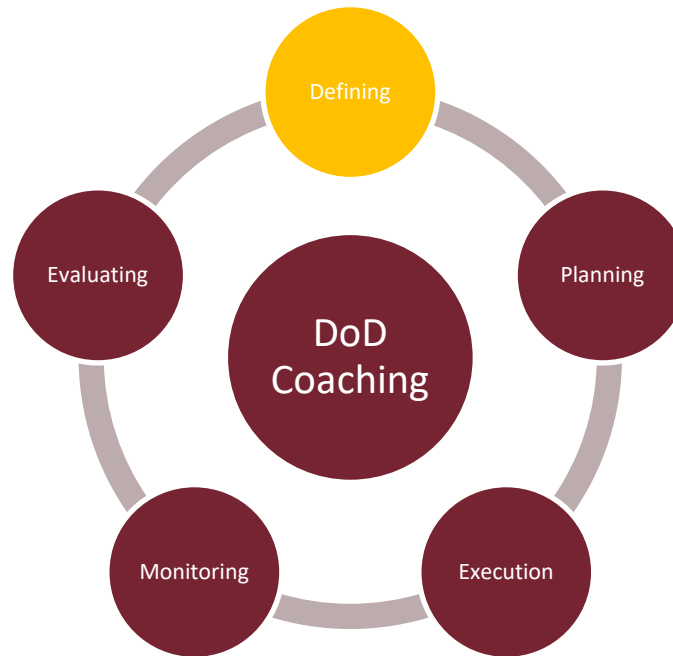
- Vision
- Strategic mindset
- Creativity and ingenuity
- Resilience
- Organizational skills
- Collaboration
- Communication
- Attention to the large picture AND the details
- Open-mindedness
- Good intent
- Support from leaders and peers
- A well-defined plan

The DoD Coaching Program Management Model



The Program Management Model: Defining

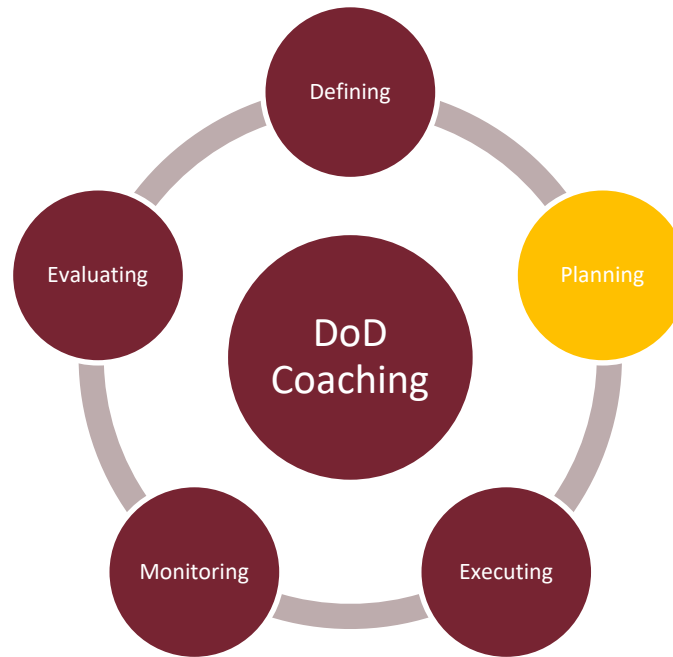
What
does
your
Coaching
Program
look like?



What about Internal Coaches?
What about External Coaches?
What about Executive Coaches?
What about Performance Coaching?
What about conflict coaching?
What about any other coaching niche?
What about group coaching?
Where do you want coaching to permeate?
What about teaching coaching skills?
What about coach training?
What about continuing education
What about certified coaches?
Which type of certification?
Will this be a centralized coaching effort
autonomous pockets of coaching programs?
Who is your targeted audience?
What is your desired end-state?

The Program Management Model: Planning

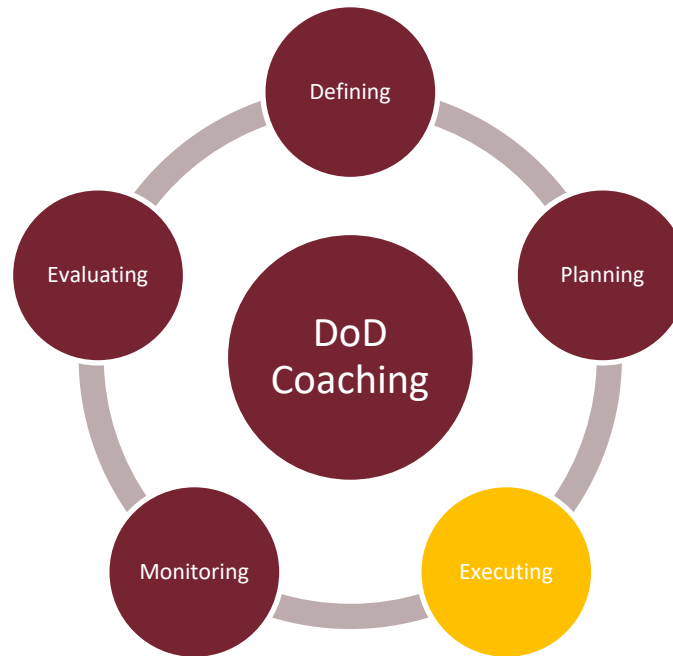
What do you need to do to get to your desired end-state?



How will you get Senior Leader buy-in?
Who will be your influencers?
Who are your stakeholders?
What are the program's defined goals?
How will you grow your program?
How fast do you want to grow?
How will you show coaching ROIs/KPIs?
What behavioral changes will you measure?
How much funding will you need?
How much manpower will you need?
How will you track each initiative?
What technology would assist you with coach matching and management?
What about a strategic plan?
What about a communications plan?
Who will your program align with DoD's Coaching Pillars and policy?
What will your policy look like?

The Program Management Model: Executing

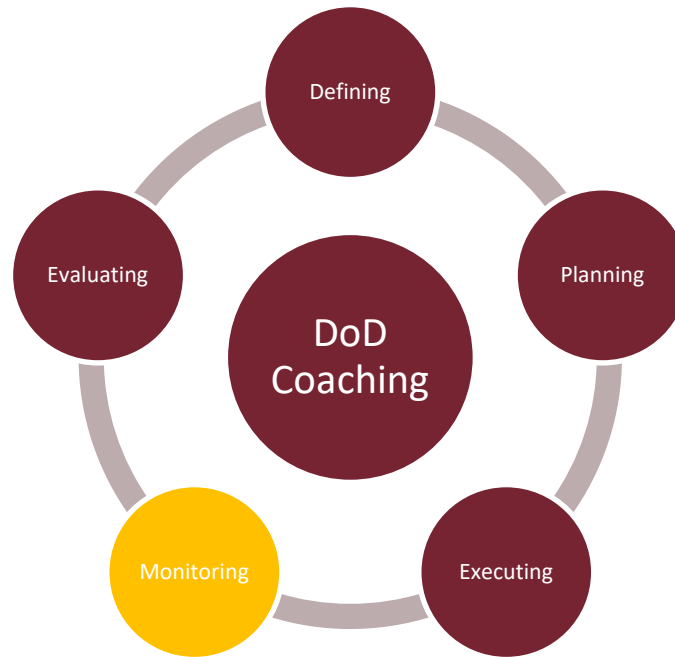
What are the details of the execution of your program ?



Who will execute the program?
What parts of the program will they execute?
What do they need to be successful at execution?
What training do they need?
What happens if the program grows beyond expectations?
If the Execution cell is different from the Strategy, Policy, and Innovation cell, how are the different roles defined?

The Program Management Model: Monitoring

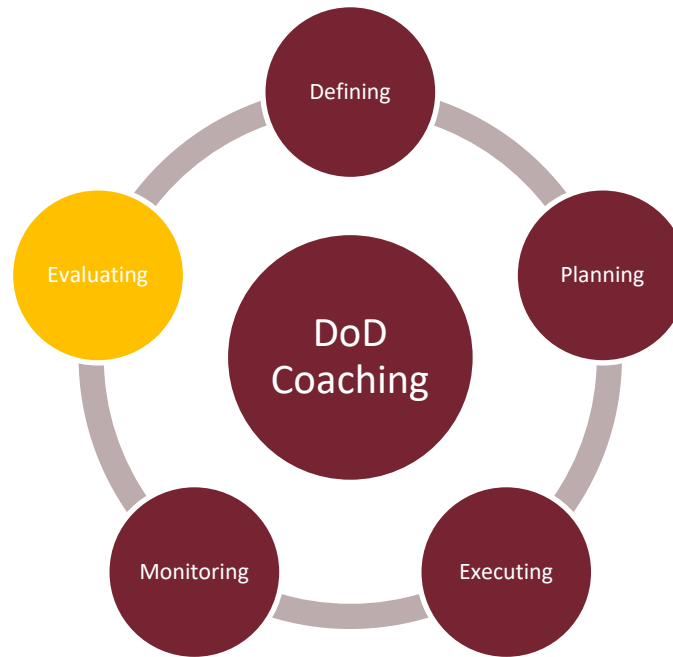
What
happens
if?



What is the Program Manager's role in monitoring the execution?
How does the program manager monitor their own strategy, policy, and innovation?
How will you handle course-corrects?
How will you approach any setbacks or glitches?
How will you handle the unknown?
What will you do if everything is moving along status quo?

The Program Management Model: Evaluating

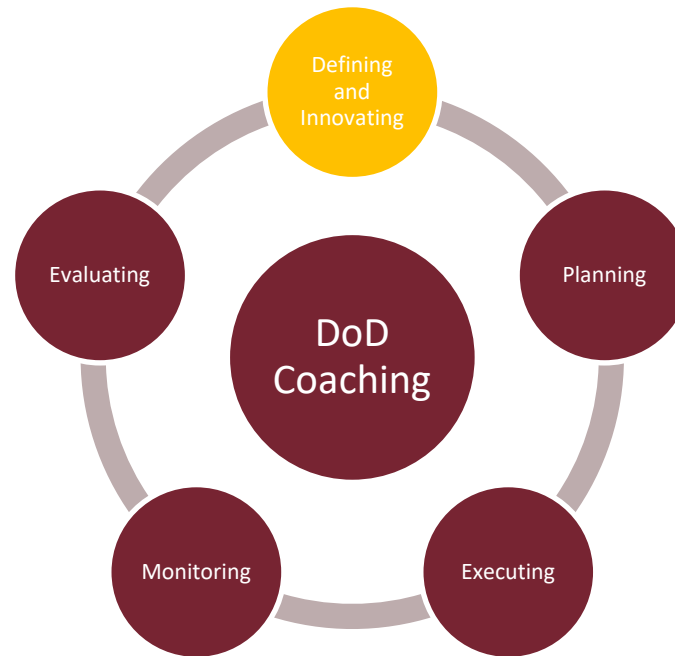
How did
that go?



How often should you check in to see how things went?
What went right and did you do the right thing (2 different questions)?
What went wrong?
What needs tweaking?
Did you meet your KPIs?
How do you know if you've met your KPIs?
Who do you debrief?
Who's help do you need?
What do you do next?

The Program Management Model: Defining and Innovating

What is next?



How can you make changes based on the execution, monitoring, and evaluation of the your initiatives?
What other initiatives would you like to introduce?
When will you delve back into the planning phase to ensure cyclical and continuous process improvement?