

## **Individual, Group, or Team Coaching: What's the Difference?**

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Imagine that you are chatting with an executive at a luncheon, and she tells you that her team is a great group of people but they just aren't performing to where she wants them to be. What is the best way to help this leader?

There are multiple courses of action here, but I want to chat about 3 oft used ones: One on One Coaching, Group Coaching, and Team Coaching.

**One on One Coaching** is the best-known form of coaching. The coach partners with an individual client and helps her create awareness, actionable steps to achieve her goals, and supports her to identify ways to be accountable to her commitments. This tremendously helps the leader and MAY indirectly help the team, as the leader becomes more effective.

**Group Coaching** is a great way to help a group of individuals who share a common goal. This approach is valuable for people who seek a similar end result, but who may prefer to use different strategies to achieve the goal. Group coaching is cost effective and not time intensive, so it is perfect for busy people. However for a team, this doesn't always prove as effective because it treats everyone as an individual, overlooking the crucial element of team dynamics.

**Team Coaching** is an emerging coaching modality that supports the entire team including the leader. Team coaching doesn't focus on a problem or on the leader. A well-trained team coach focuses on the interactions of the TEAM, exploring and coaching their interactions as well as how they operate in service to all their stakeholders. Team coaching does not focus on a specific person, but instead helps the entire team come together in service to its goals, vision and purpose.

All three approaches have merit and have a place. All three approaches take special training to execute effectively. These three forms of coaching all leverage core coaching competencies (for example, deep listening, evoking awareness, and partnering) but group coaching is dramatically different from one on one coaching and is different from team coaching. Taking a one to one approach with a team or a group will not lead to the effective change you want to see. The key is in a deep discovery process, to enable full understanding of the specific needs to be addressed.

Most likely, the path forward will incorporate one or all three of these modalities in some form. **In fact, using all three is an excellent way to really implement systemic change.** Should you move forward, always ensure you or the coach you are working with has training in the specific coaching modalities you wish to employ. All three modalities can be delivered either in-person or virtually, lending to the ability to truly transform even the most global teams and organizations.

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