



Mentimeter



# AGILE 2022

JULY 18-22

## NASHVILLE



Agile Alliance®

# [Agile] Coaching Agreement as Creative Partnership



Tips from the trenches!

Questions

Ideas

# Nadezhda Belousova



Living systems

Leadership development

Sustainability

Org. resilience

Product leadership

Professional coaching



#Hands-on

#PracticalMagic

Coaching coaches

Strategic advisory

Normalizing weirdness

Mentimeter

Prof. background

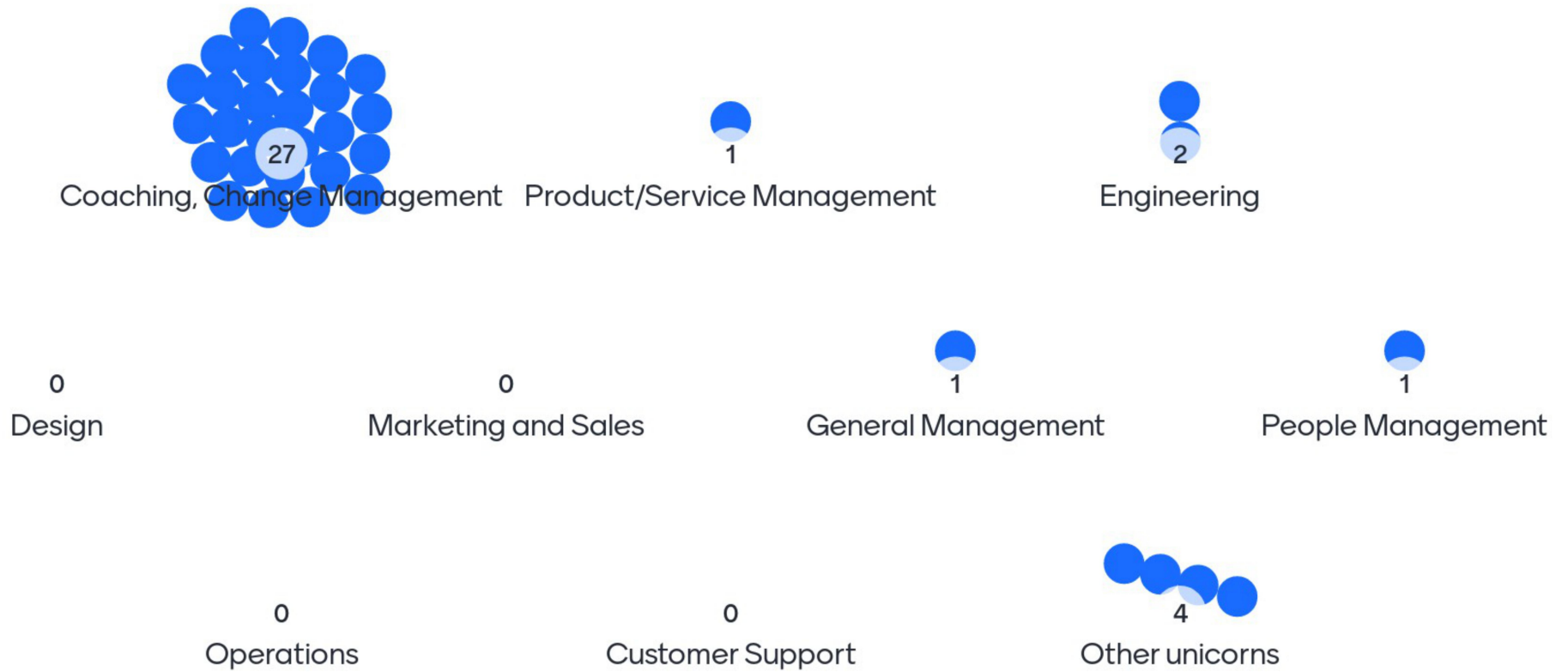
# Who is in the room?

[www.menti.com](http://www.menti.com)

Code: 9840 9023



# What is your professional background?



# Today's Agenda



1. Introduction



2. Challenges



3. Coachability



#WordsOfWisdom

Pain is inevitable, suffering is optional

[Agile] coaching agreement



4. What?



5. Why?

Professional coaching and Agile coaching



6. How?

Psychological triangulation



Top 5 tips





What are your  
**top 2 challenges**  
in the coaching  
world?







# What makes us coachable?



# Choice



A Choice to take a Chance to make a Change

Coaching starts with the choice

Having options doesn't mean you're going to like them

Bummer

Coaching results in new choices

# Choice

Technically, choice is always there, whether you notice or not

Universe will keep bringing you into similar situations until you learn to make different choices



# What

**Clear** agreements about...

## Coaching Relationship

- what (Agile) coaching is and is not
- what is and is not appropriate in the relationship
- what is and is not being offered
- the responsibilities of the parties involved
- ...

## Coaching Goals and Plan

- what we will be working towards
- in which priority and sequence
- how we will measure progress and success
- ...

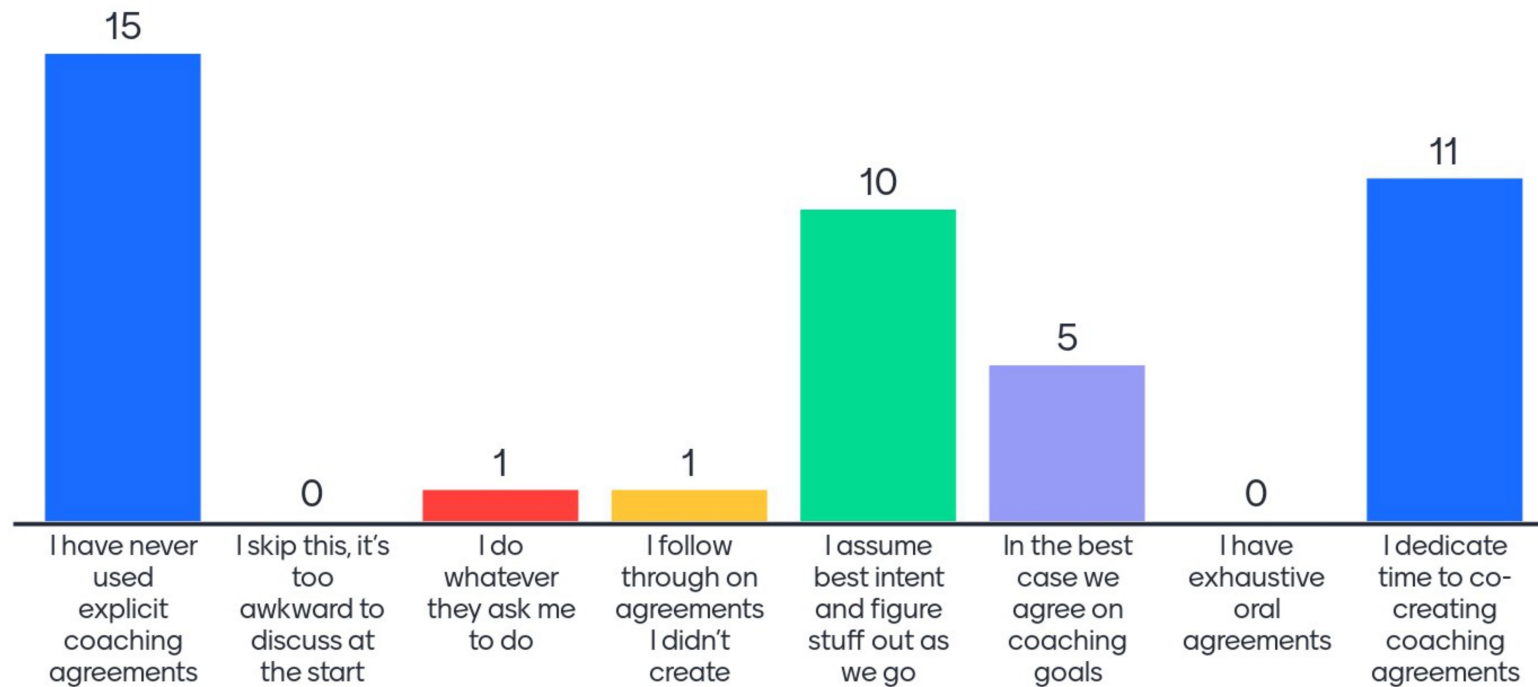
## Process

- guidelines and specific parameters such as:
  - logistics
  - scheduling
  - duration
  - termination
  - confidentiality and inclusion of others
  - ...

## Client-Coach Compatibility

- whether or not we should choose each other for these goals at this time

# What is your most common experience with coaching agreements?



# Why

## Clarity

- Get clarity about **expectations** and **scope**
- Raise awareness about **existing needs**
- Keep **focus on the goals** and **prioritize** accordingly

- Grow **trust** through **transparency** of coaching agenda (in service to and on behalf of the goals)
- Grow **psychological safety**

## Trust

## Objectivity

- Establish **healthy boundaries** and **necessary distance**
- Establish **partnership relationships**

## Accountability

- Cultivate **ownership of the development** by individual contributors, teams and leaders
- Nurture **commitment to change** and foster **taking responsibility**

- **Litmus test** for further coaching engagement
- Let the client **experience your coaching in action**
- Invite to **explore the edges**

## Trial

## Anchor

- **Reminder** of your coaching intent

2

1



## Professional Coaching context

Mostly individual format

Coaching request from a client

Agreement as a starting point on the path towards the development of a Coaching Program

Based on Code of Conduct

Outcomes are within a client's area of responsibility

## Agile Transformation context

Coaching request from a sponsor

Mostly corporate format with many stakeholders

Practically coaching agreement does not exist (oral agreements with a sponsor)

Sharing responsibility for the outcomes

Many stances = conflicts of interest are almost inevitable\*

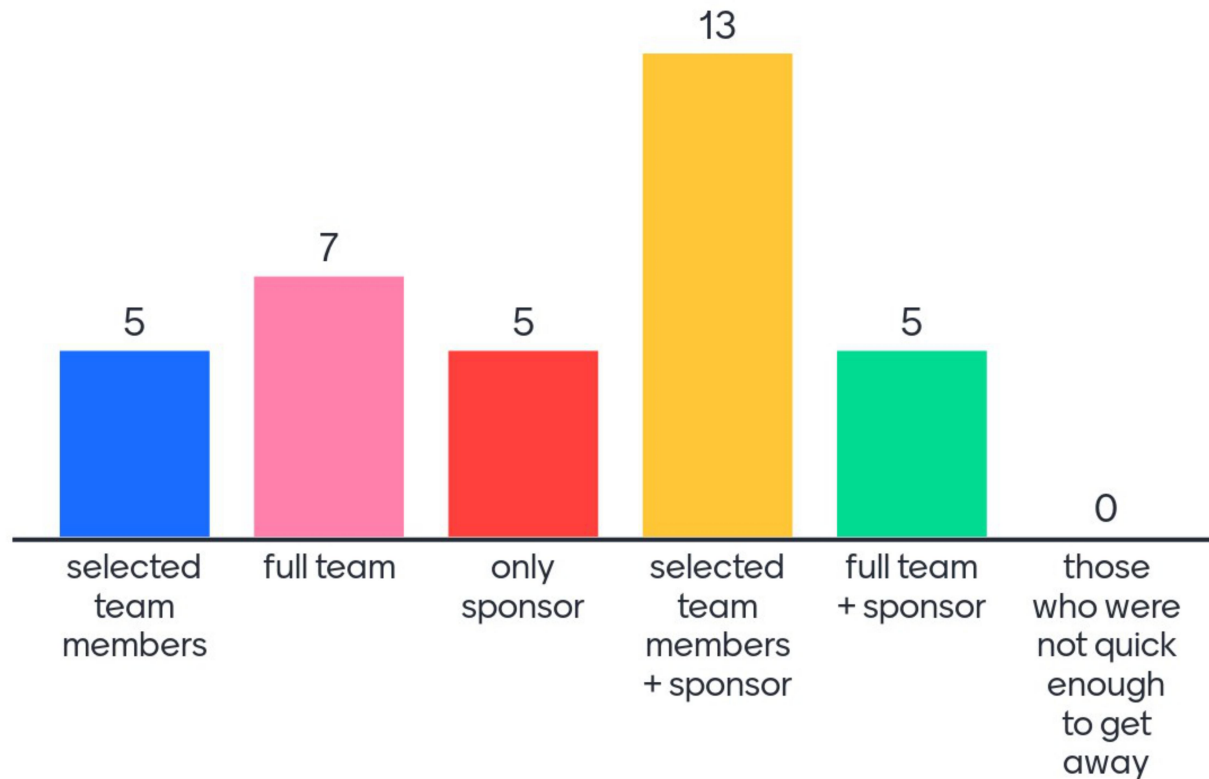


\*Agile Coaching Ethics initiative





# Who is typically present with an Agile coach to discuss team challenges and improvement goals? Pick one option



# Psychological Triangulation

**“No Triangulation” Rule**

**seeking** for indirect obtaining viewpoints and observations from others

**sharing** your personal experience of coaching individuals and groups with 3<sup>rd</sup> parties unless with explicit consent from your clients

**acting** on behalf of such 3<sup>rd</sup> party information without first-hand exploration

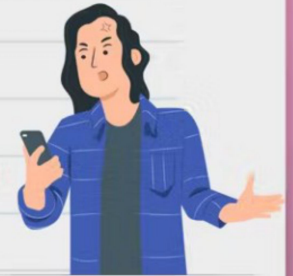
Nope



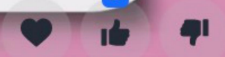
Coach

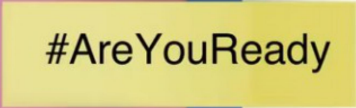


Team

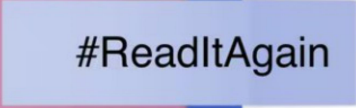


Sponsor

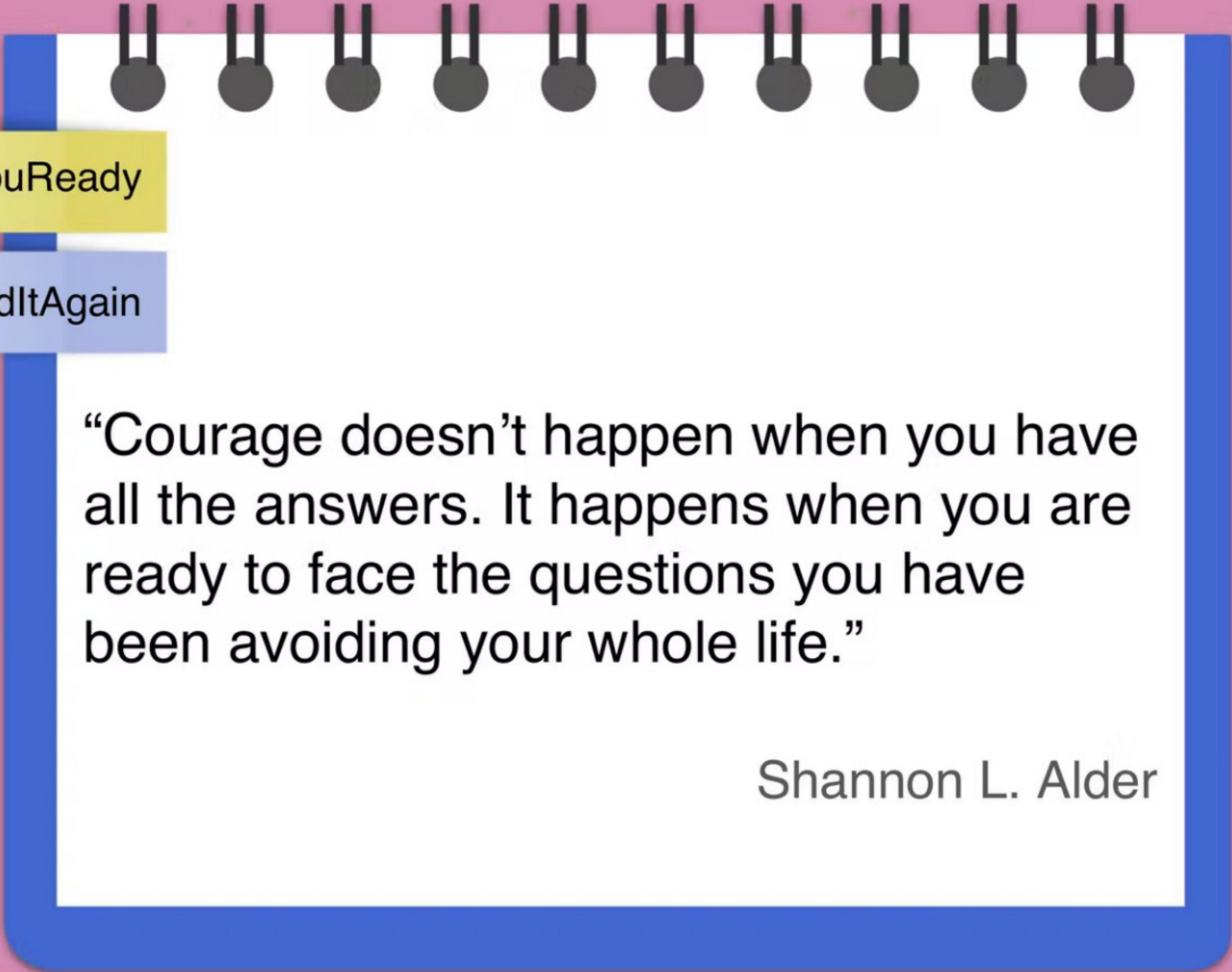




#AreYouReady



#ReadItAgain



“Courage doesn’t happen when you have all the answers. It happens when you are ready to face the questions you have been avoiding your whole life.”

Shannon L. Alder

3



# How

## [Agile] Coaching

What is [Agile] coaching and what is it not?

What do you think you might need coaching help with?

Requests / Needs

Goals, Success Criteria

What are you hoping to achieve with coaching support?

How do you know you've achieved your goal(s)?

Expectations of the System

How do you think you will need to change to achieve your goals?

What kind of support is needed from the sponsor/stakeholders?

What are you ready to commit to?

## Coaching Offer

What can I offer as a coach on behalf of these goals?

What do you expect of my role in this engagement?

How will you know coaching is adding value?

Expectations of the Coach

My Coaching Stance

How do I need to be for this engagement to flourish?

When and how do we review progress?

How do we decide it's time to terminate our coaching engagement?

Milestones / Checkpoints

Questions, more than answers, are the pathway to collective wisdom. Questions can spark culturally creative conversations that transform how we see ourselves and our relationship to the world.

Daniel Christian Wahl



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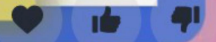
## Top 5 Tips

1. Get clear on your **values**, **principles** and **intent**, and agree on the “**rules of the game**” BEFORE you start the engagement
2. Use **transactional** AND **relational** approaches when appropriate
3. **Co-create your introduction** as an Agile coach together WITH a sponsor
4. **Co-create Agile coaching agreement** WITH the sponsor AND the team
5. **Regularly review and adjust** Agile coaching agreement




May your choices reflect  
your hopes, not your fears

Nelson Mandela <sup>1</sup>



# Thank you!

Let's connect! 

#PartyTonight



**Nadezhda Belousova**



**Evolneo**



nadezhda@evolneo.com