

Are you Coaching or Telling?

“
Over time:
Coaching builds
capability.
Telling creates
dependence.”

Great leaders don't have all the answers.
They ask better questions.



COACHING

- ✓ Unlocks thinking and insight
- ✓ Builds confidence and capability
- ✓ Creates ownership & commitment
- ✓ Develops people for the future

CHOOSE YOUR IMPACT

TELLING more than asking



- ✓ Provides quick answers
- ✓ Can create short-term compliance only
- ✓ Limits learning and growth
- ✓ Creates dependency on you over time

SHOULD YOU COACH OR TELL? USE THIS GUIDE:

CONSIDER THIS...



What's the goal?



What's their experience and/or skill?



What's the situation?



What's the impact you want?



What's their mindset?

LEAN TOWARDS COACHING WHEN...

The goal is to build capability, develop thinking or help solve a problem.

They have some knowledge or experience to draw on.

There's time to explore options and learn.

You want to encourage ownership, engagement and long-term growth

They are open, curious and ready to think.

LEAN TOWARDS TELLING WHEN...

The goal is clarity, speed, safety, or a simple, low risk decision.

They are new to task/role, inexperienced or it's beyond their current knowledge.

It's urgent, high-risk or time-critical.

You need compliance, consistency or to prevent a mistake.

They are stuck, overwhelmed or need clear direction.

COACHING QUESTIONS

What outcome do you want?

Where do you need help?

What are the options?

What do you think is the best way forward?

What obstacles might you need to overcome?

Ask. Listen. Explore. Empower.



Your mindset
drives their
growth.

Be curious

TELLING STATEMENTS

Here's what you need to do...

We've found this works best...

What I recommend is...

Make sure you...

The key is to...

Be clear. Be concise. Be consistent.



BE INTENTIONAL:

What's one situation this week where you could coach instead of tell?

Want to learn how to lift your
teams performance & capability?

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