# Anytime, Anywhere: Harnessing the Power of Mobile Coaching

## Mobile Coaching Applications in Learning

April 24, 2018

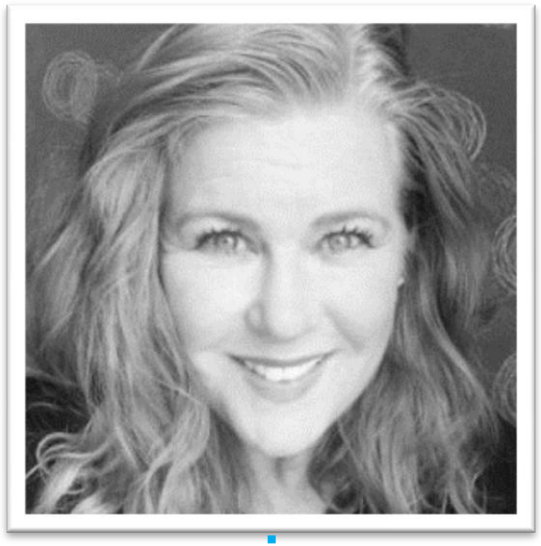
Association for Talent Development

GP STRATEGIES®

Knowledge. Performance. Impact.

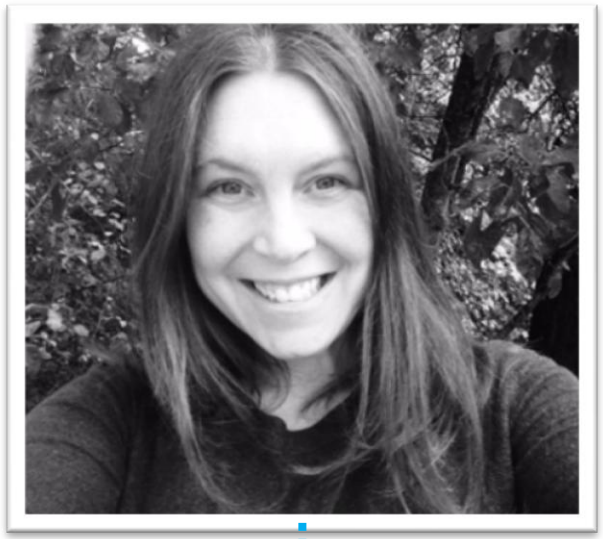
# Ann Rollins

Learning Strategist



# Britney Cole

Director of Innovation



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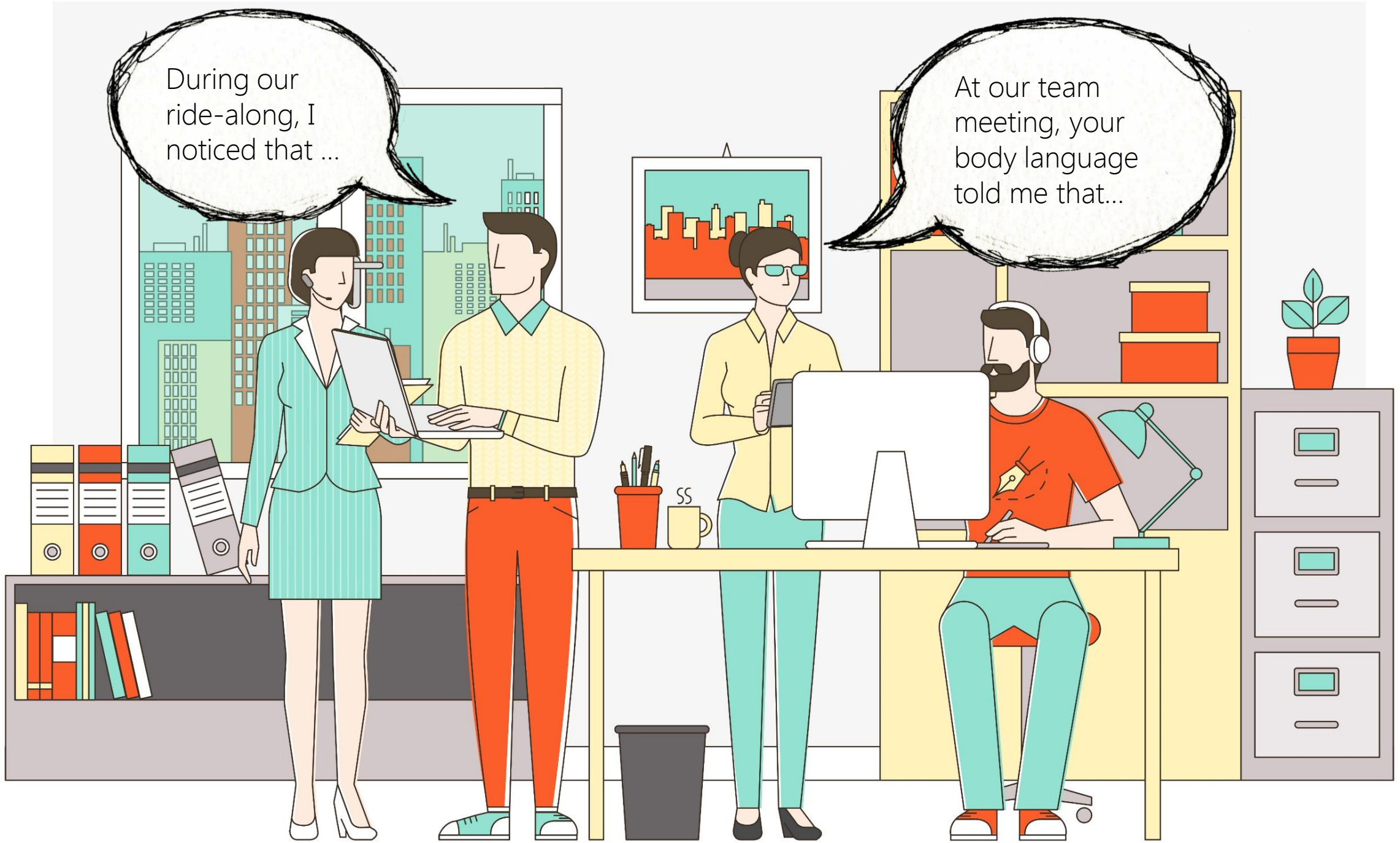
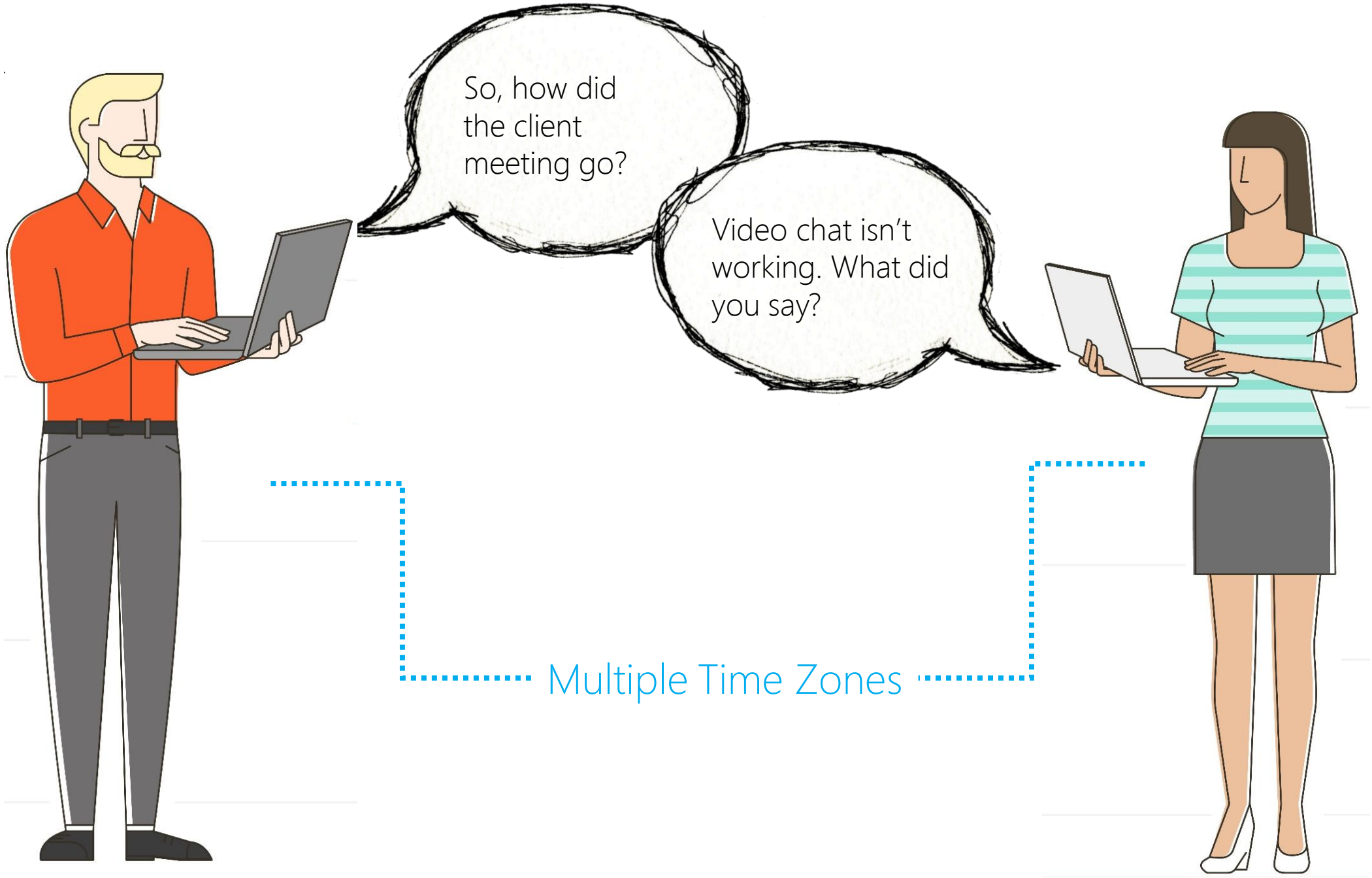
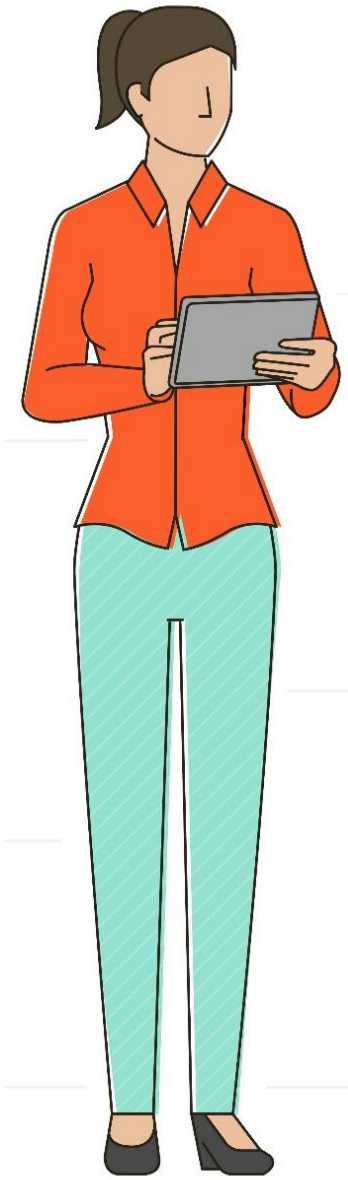
# This is how coaching used to happen…


During our ride-along, I noticed that …
At our team meeting, your body language told me that…

# This is how coaching happens now…


So, how did the client meeting go?
Video chat isn't working. What did you say?
Multiple Time Zones

It’s harder to see observable behaviors…



Oh, I have my 1:1 with Jim in 10 minutes. We agreed to something last week…what was it…?

I wish I remembered all those great "powerful" questions we reviewed during that coaching class…

Too much going on

Leaders have a lot on their plate and it’s challenging to follow up…

# And here are some facts…

# We love coaching, but…

## It's important, but there's no time

Organizations, managers, and employees appear to believe in coaching's contribution to their success

**BUT…** Managers sheepishly admit they don't spend enough time coaching

## We like it, but don't get enough of it

Most managers love to coach, and most employees like to be coached

**BUT…** Only 1 in 2 survey respondents in North America and Asia receive coaching (even fewer in Europe)

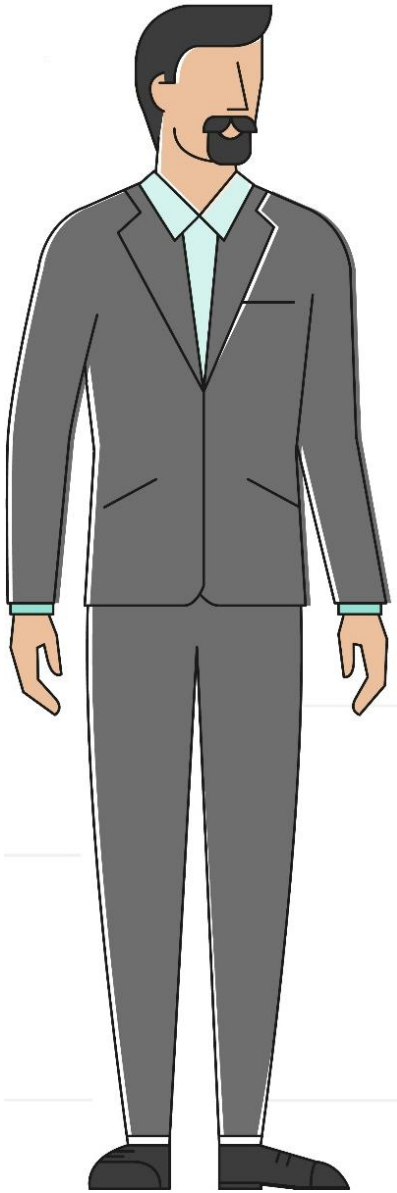
## It's impactful, but it's a "nice to have"

Managers who coach regularly describe tangible benefits (e.g., increased team productivity)

**AND…** 2/3 of employees who receive coaching say it improved their satisfaction and performance

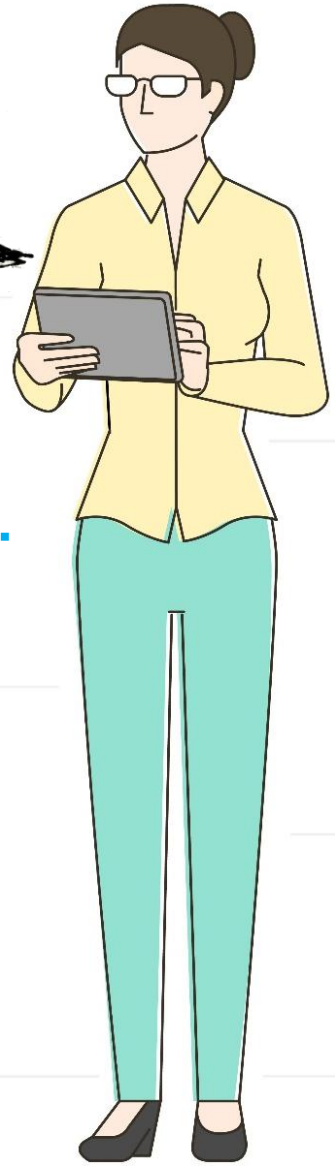
**BUT…** It's seen as something in addition to managers' daily work

# This is what we are hearing from managers…

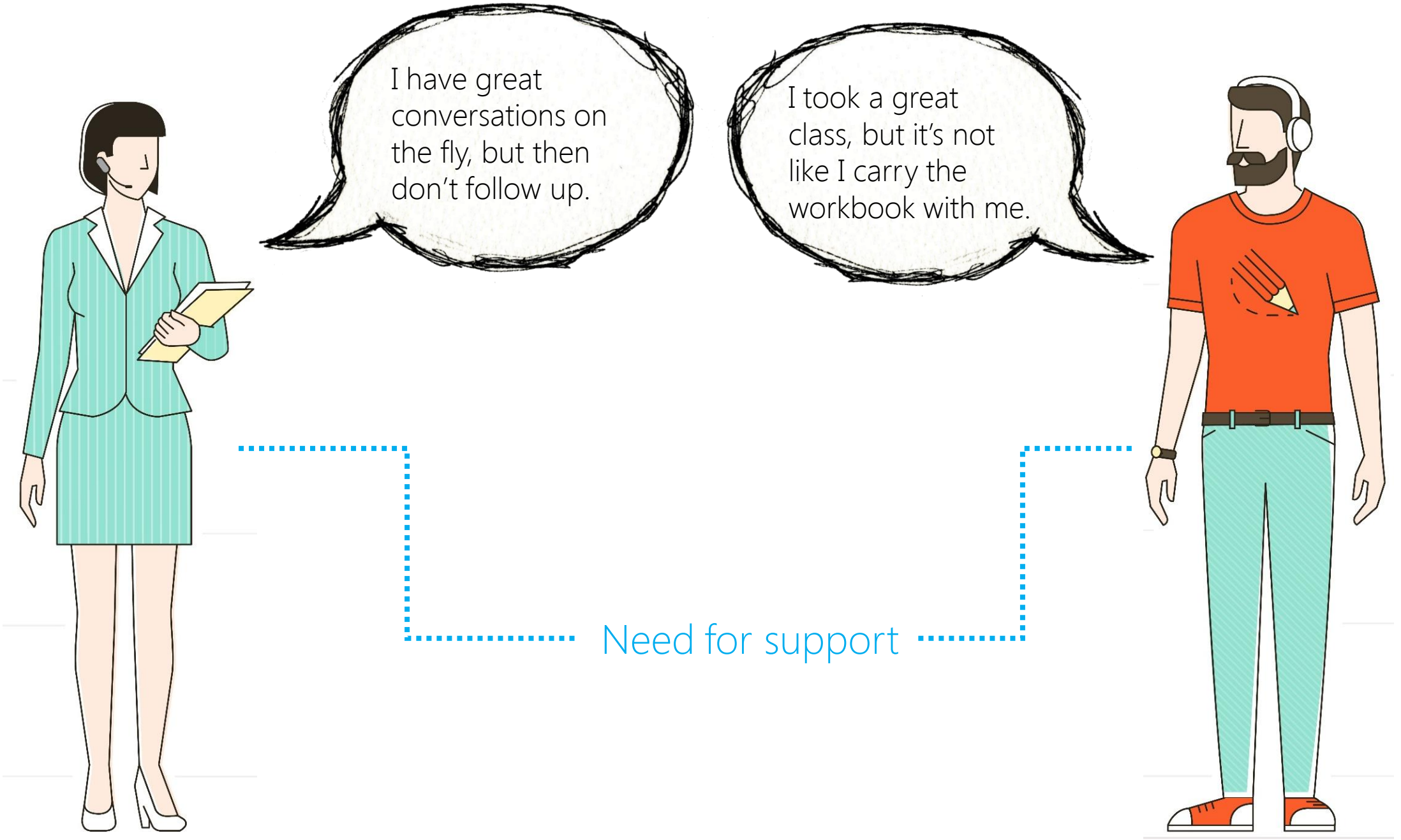


It's hard to know what to coach when I can't see them in action.

It's hard for me to find the time to coach. It's harder with my global team.



Need for connection


I have great conversations on the fly, but then don't follow up.
I took a great class, but it's not like I carry the workbook with me.
Need for support

So what's the fix when managers have so little time?

Enter **Mobile Coaching Platforms**

# Coaching via mobile coaching platforms

Many can be deployed via mobile devices

Can be semi-synchronous or asynchronous

Platforms that facilitate a coaching relationship or experience

Can be automated or moderated

# Coaching via a chatbot

Global smart-messaging platforms for intelligent, interactive chatbot coaches that guide users in conversations that lead to successful outcomes. These can be via desktop IM or SMS and mobile.

Mobile coaching chatbots yield the *highest levels of user engagement* because relevant, timely, and friendly mobile-based conversations naturally flow into the daily lives of users.

# Coaching via a chatbot

Offer links to videos, articles, and other resources to build on what they already have

Opt in and out, which allows greater user control

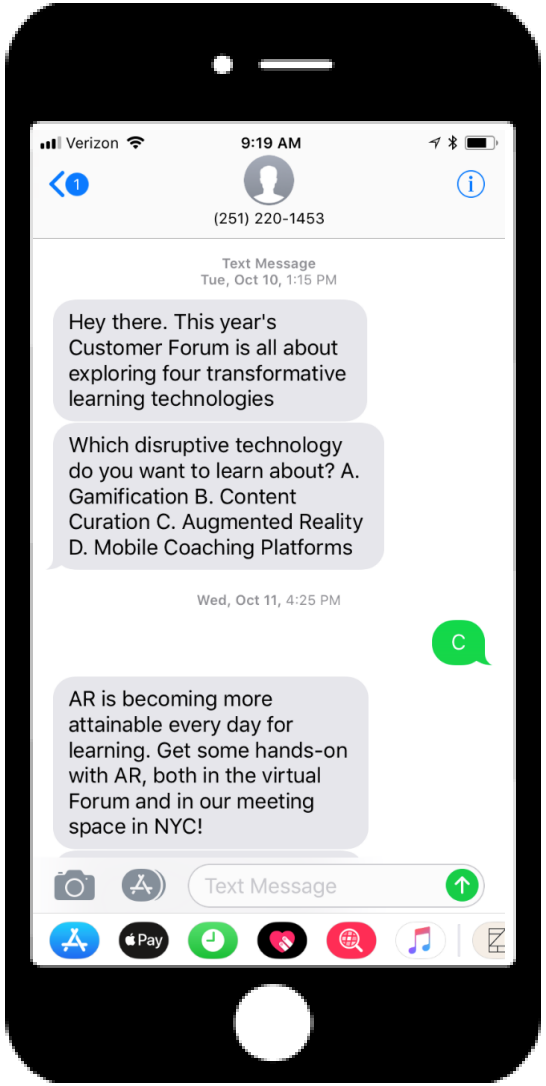
Crowdsource new content to serve back to the group

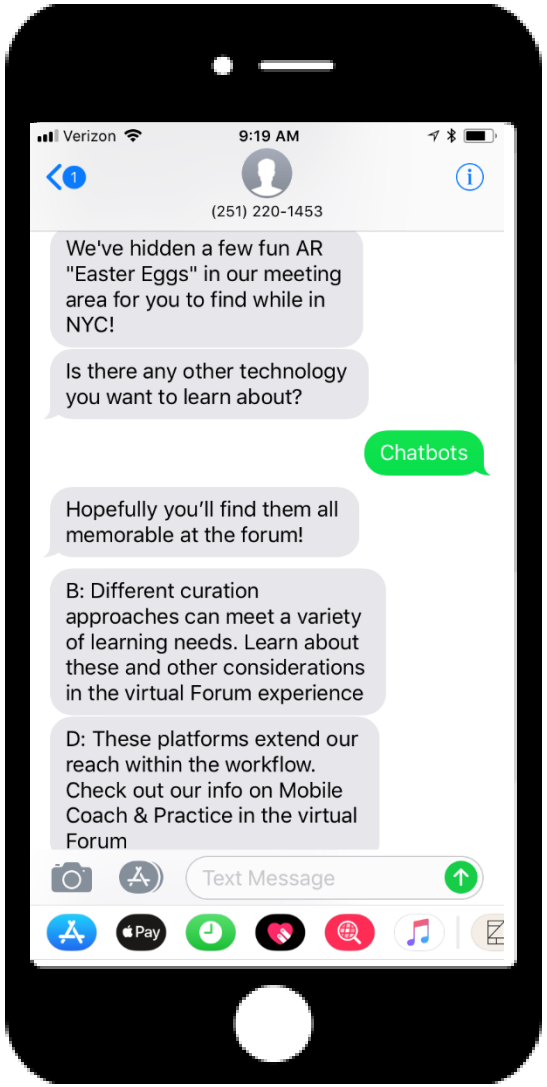
Serve up polls, quizzes, thought-provoking questions, oh my!

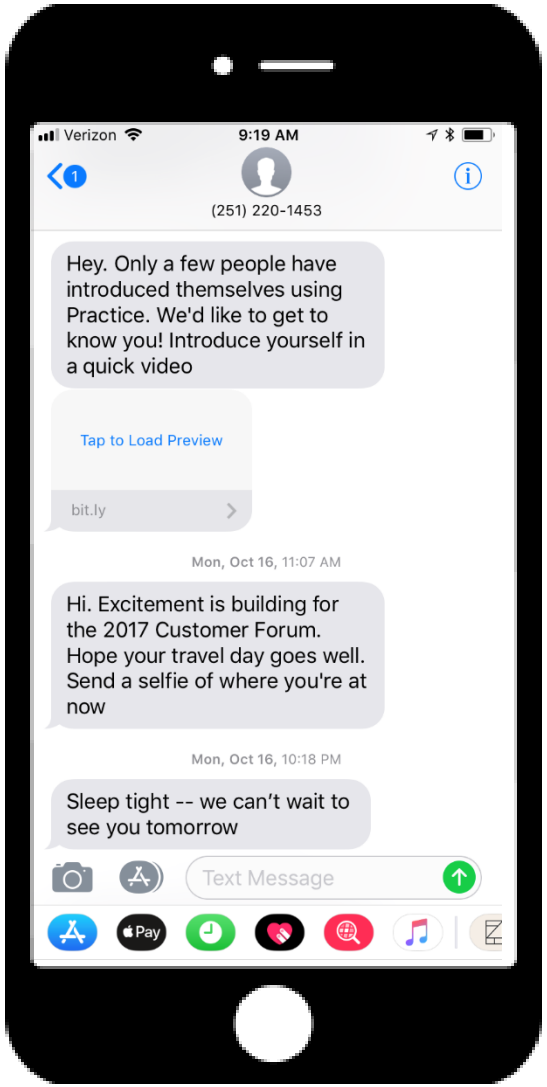
Display leaderboard functionality to amp them up

**Enables you to use your instructor's "voice" in this value-add learning experience**

# A sample SMS-based chatbot in action…



Wanna see an experience created using a chatbot?

Text **CLDemo to (424) 320-0881**

# Coaching via video coaching platforms

Video coaching platforms mirror the hallmarks of effective instructor-led learning.

They allow you to scale key components, including realism, frequent practice, self-reflection, peer and instructor feedback, and clear criteria for success.

*But wait – there is more!*

# Coaching via video coaching platforms

**Draws you to storyboard a video coaching experience designed for either a desktop or mobile deployment**

**Enables a real and relevant learner experience where you can:**

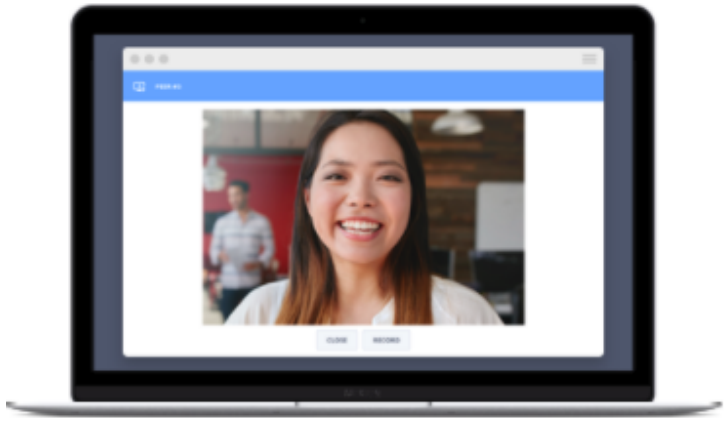
- Be clear on what you expect learners to practice and perform
- Measure against outcomes (and provide weight to what's more important)
- Provide opportunities for self-assessment, peer-assessment, and reflection

**Allows instructors to review and provide additional coaching and feedback**

**Provides a peer-to-peer feedback forum, encouraging a spirit of healthy competition**

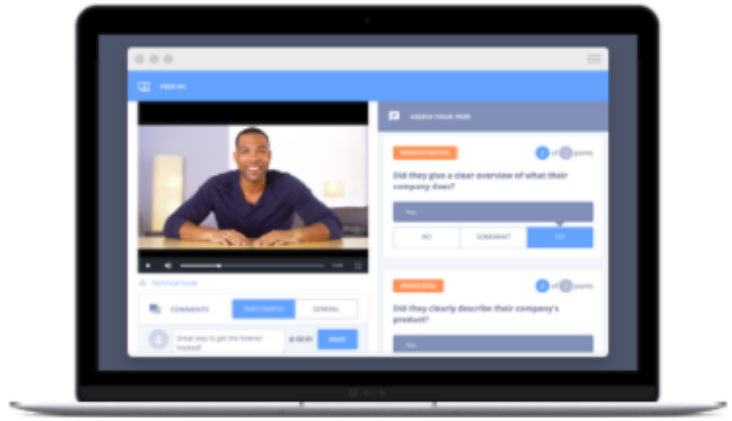
1

FREQUENT PRACTICE



2

PEER ASSESSMENT & FEEDBACK



## OUR LEARNING METHODOLOGY

Increase Confidence and Competence

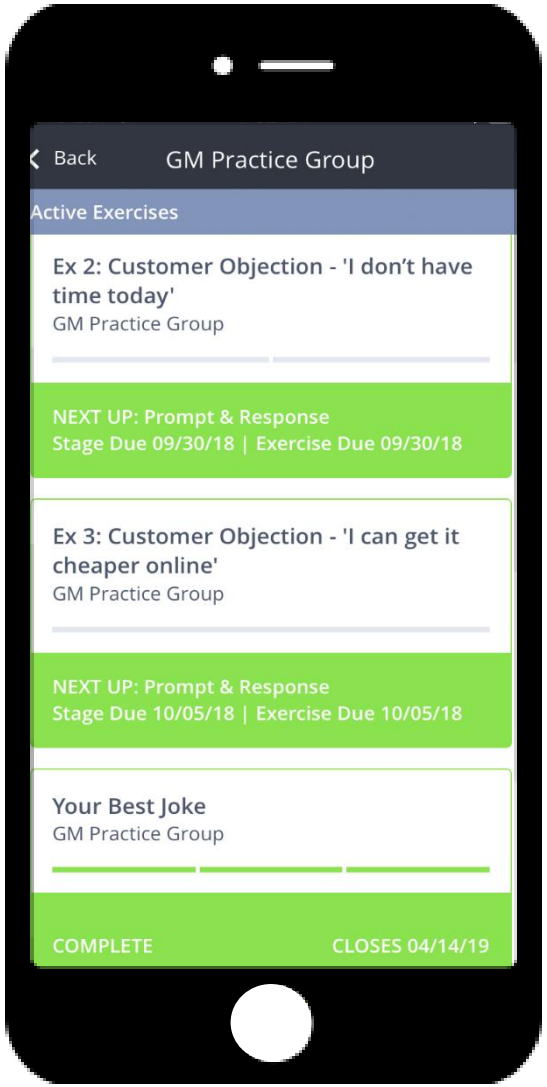
4

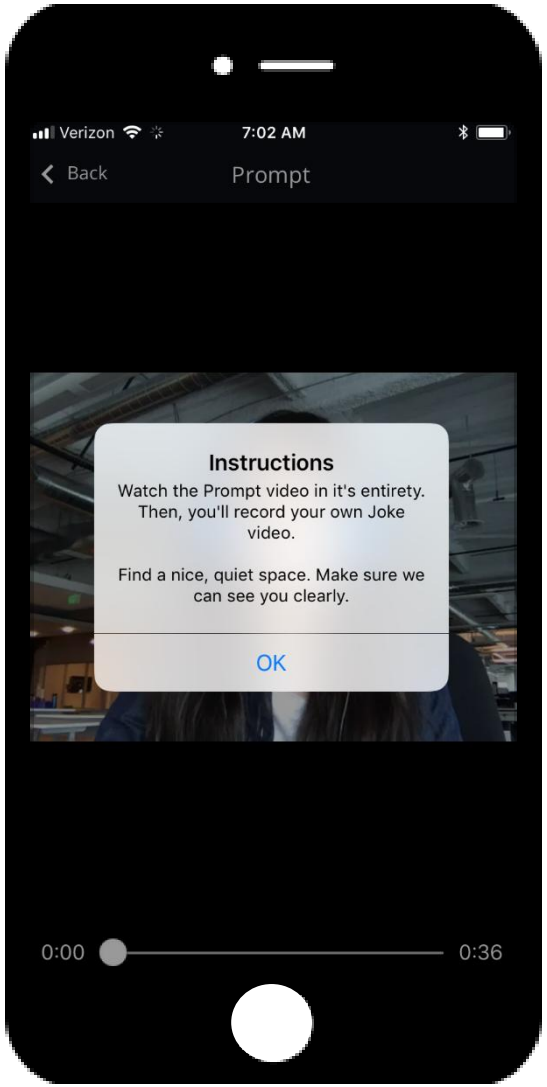
TARGETED COACHING

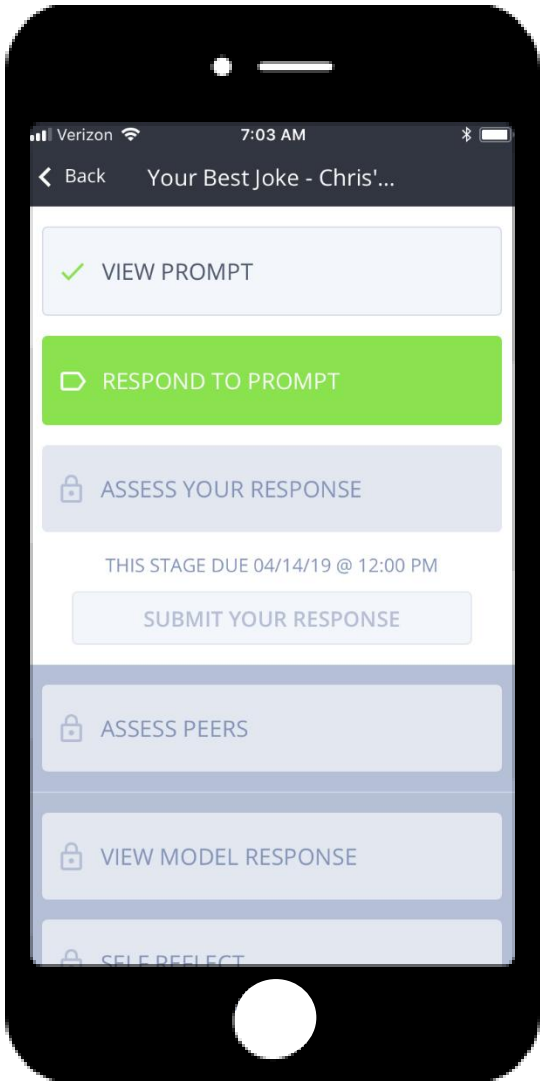
3

SELF REFLECTION & MODEL RESPONSE

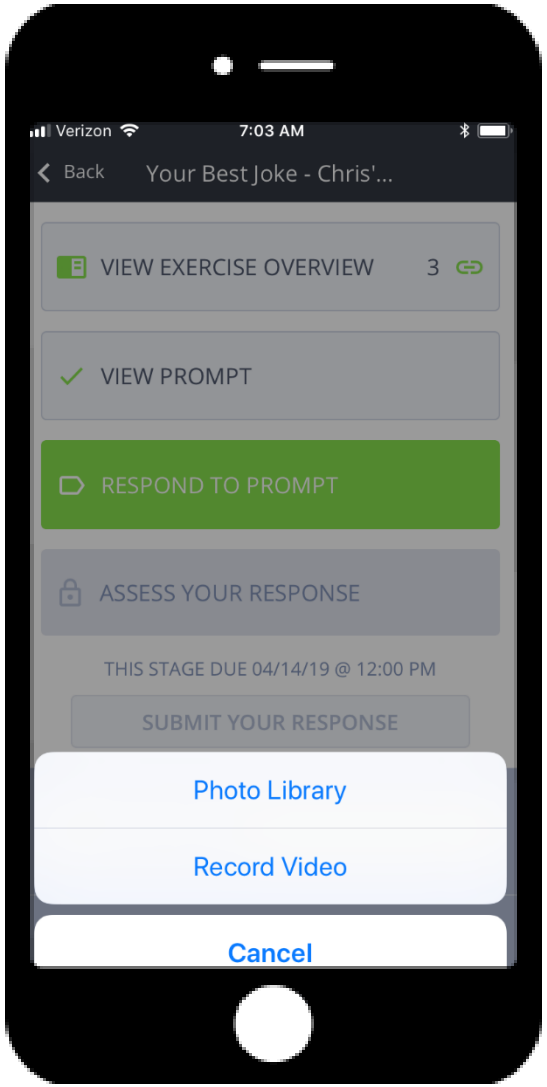
# A sample video coaching experience

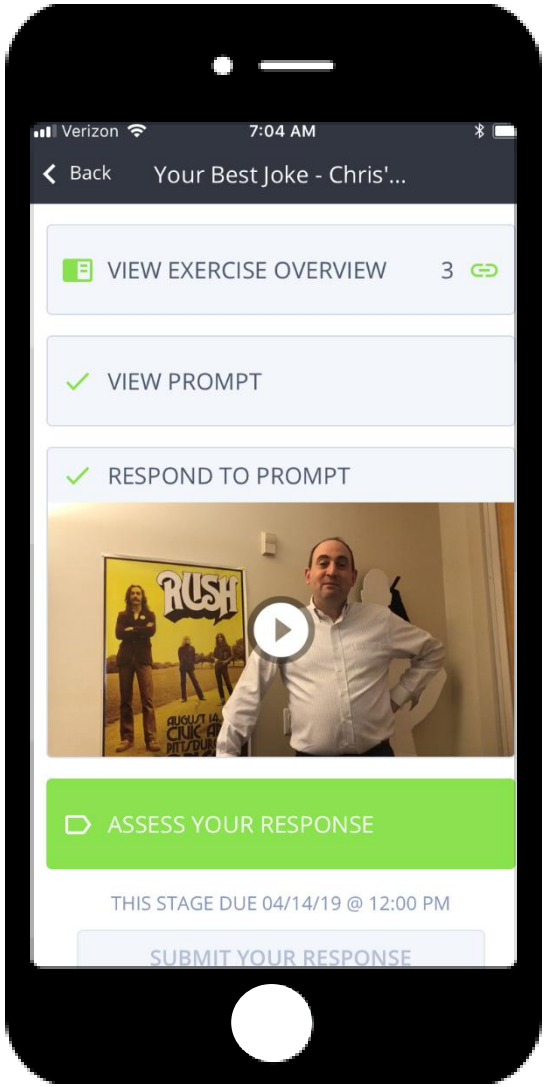


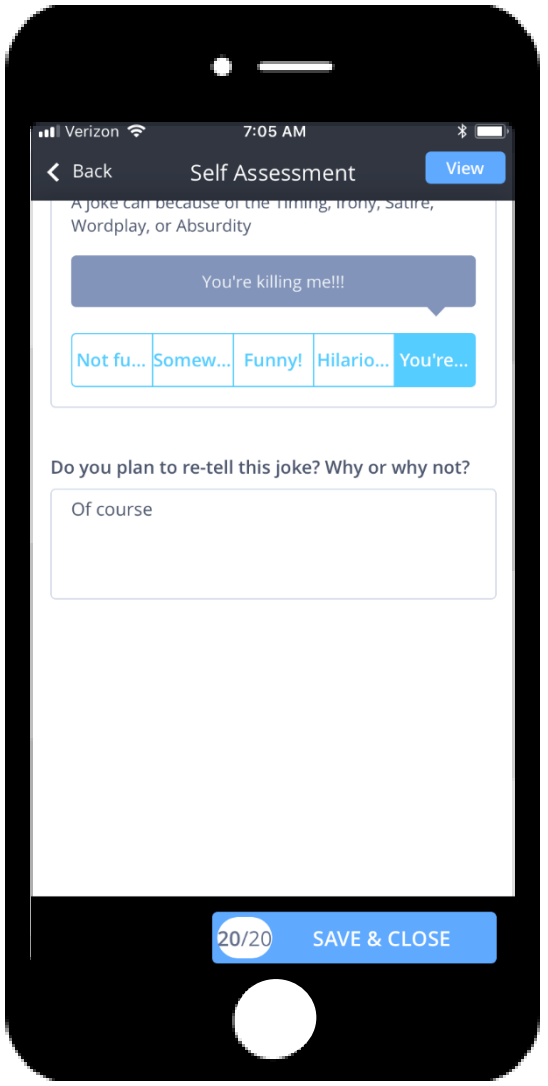



# A sample video coaching experience



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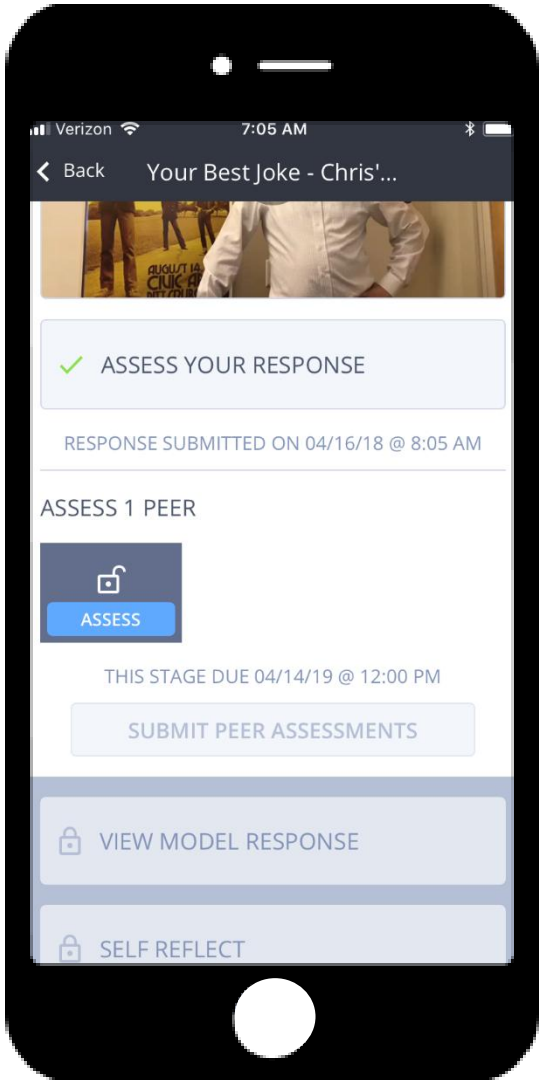
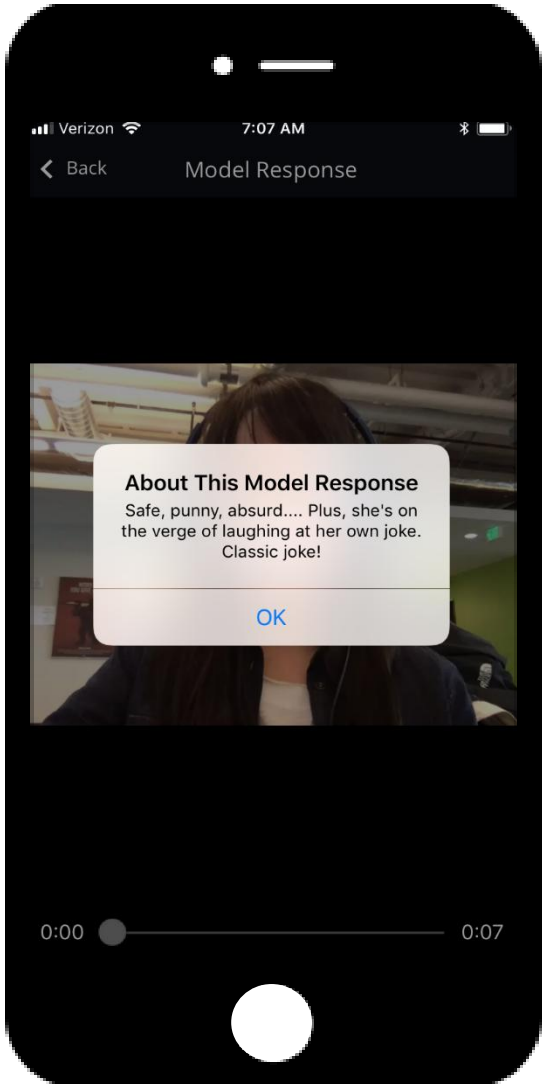
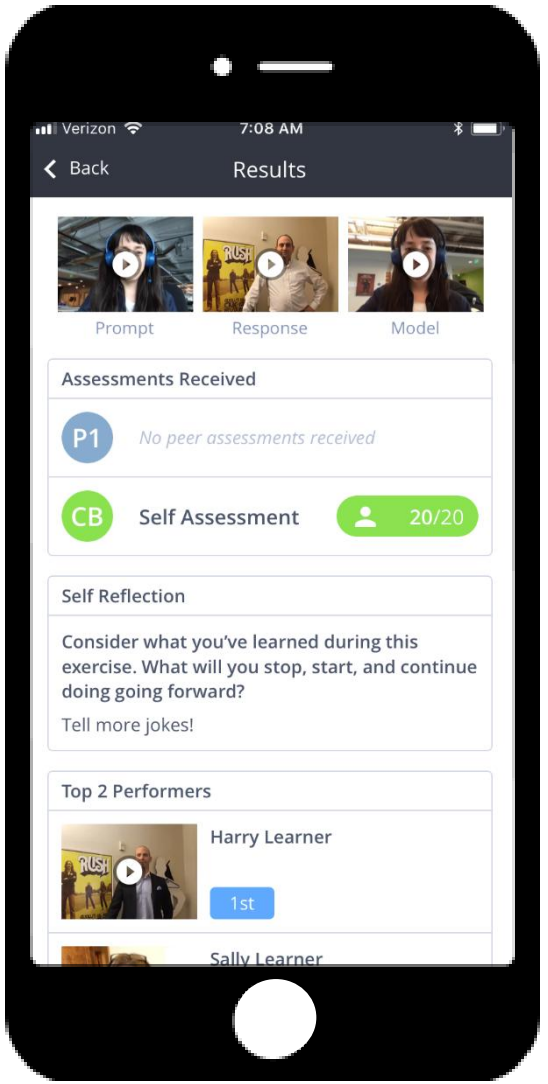


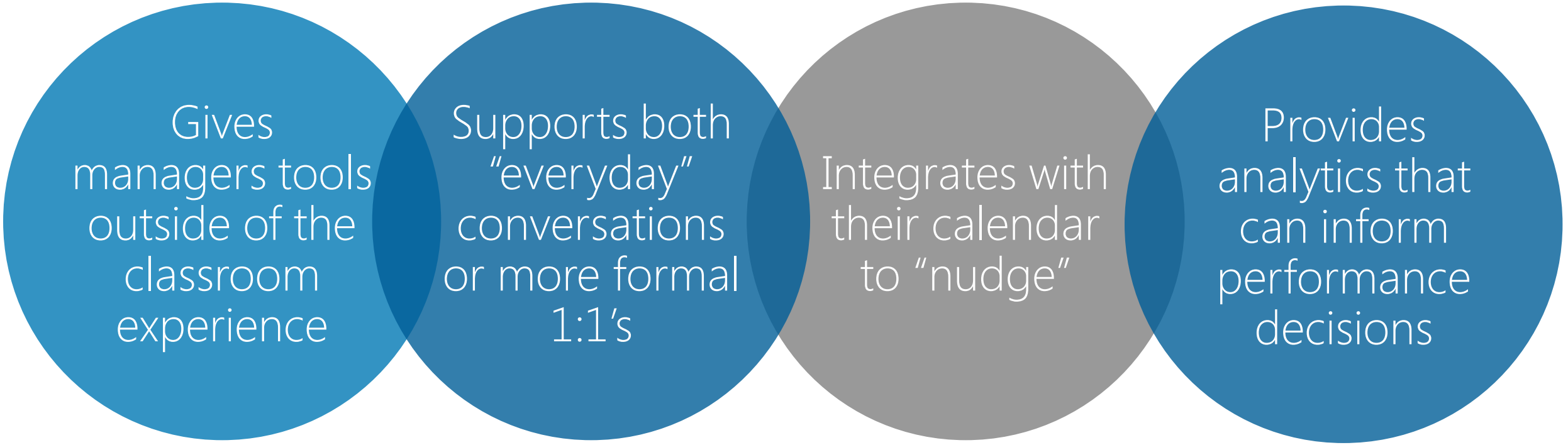



# Coaching via productivity apps

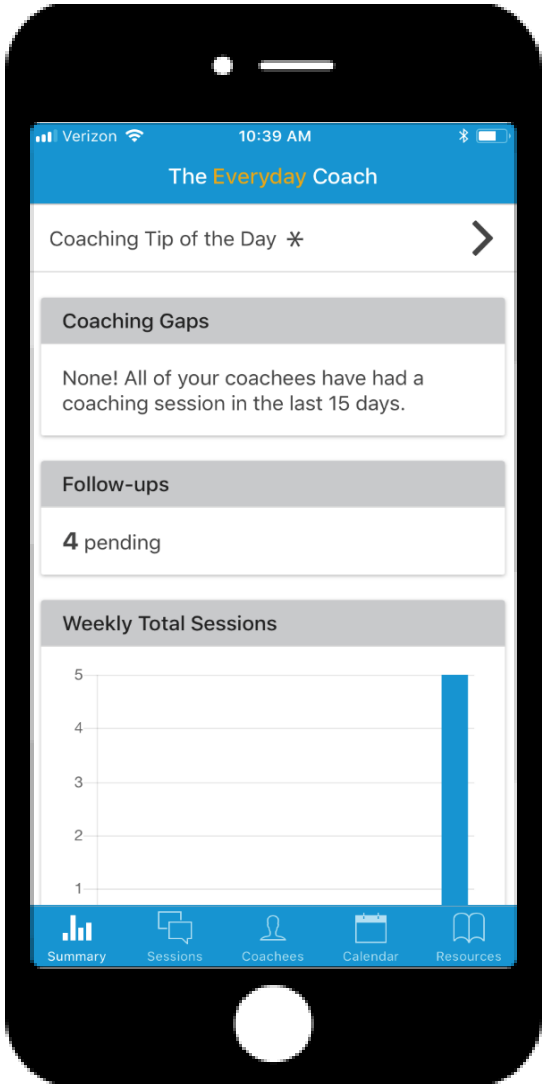
People measure how frequently they exercise, meditate, journal, and breastfeed. Why? It keeps them accountable and provides a trend of behaviors that is typically tied to a larger goal.

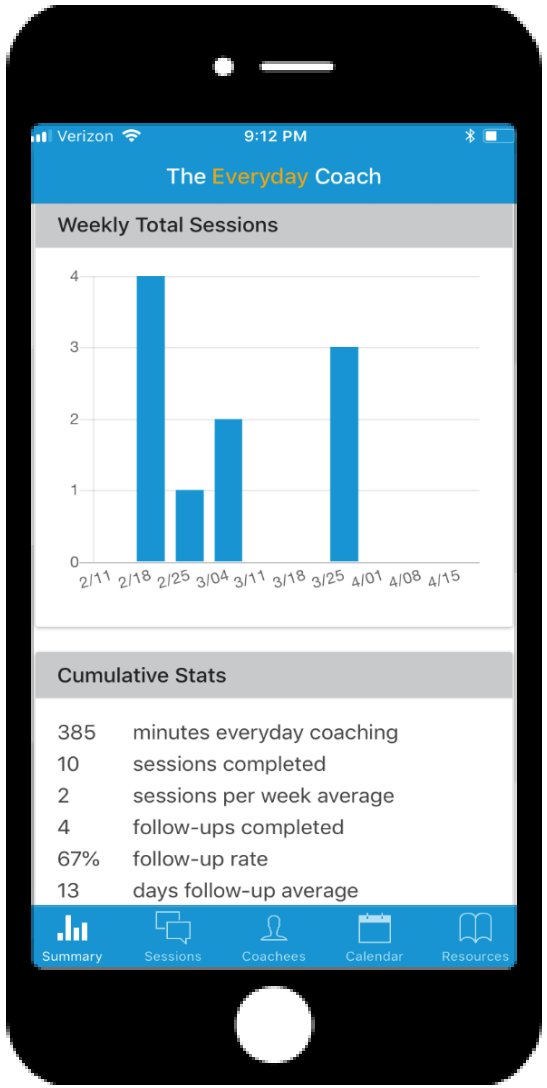
Coaching using a productivity app is intended to do the same thing. Track coaching conversations so that a manager can identify trends, commit to a goal of an engaged workforce, and follow up to both on-demand and more formal coaching conversations.

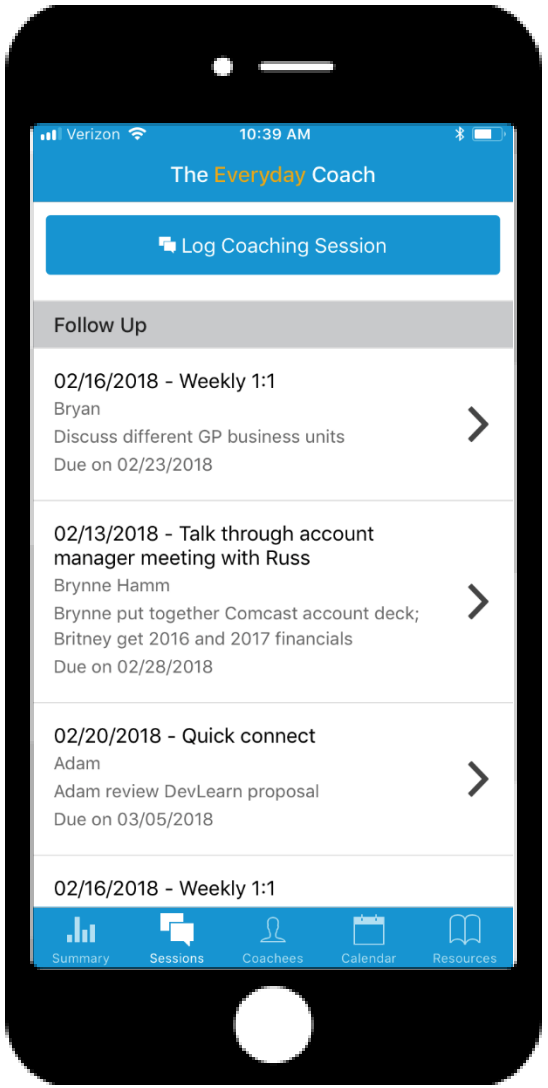
# Coaching via productivity apps



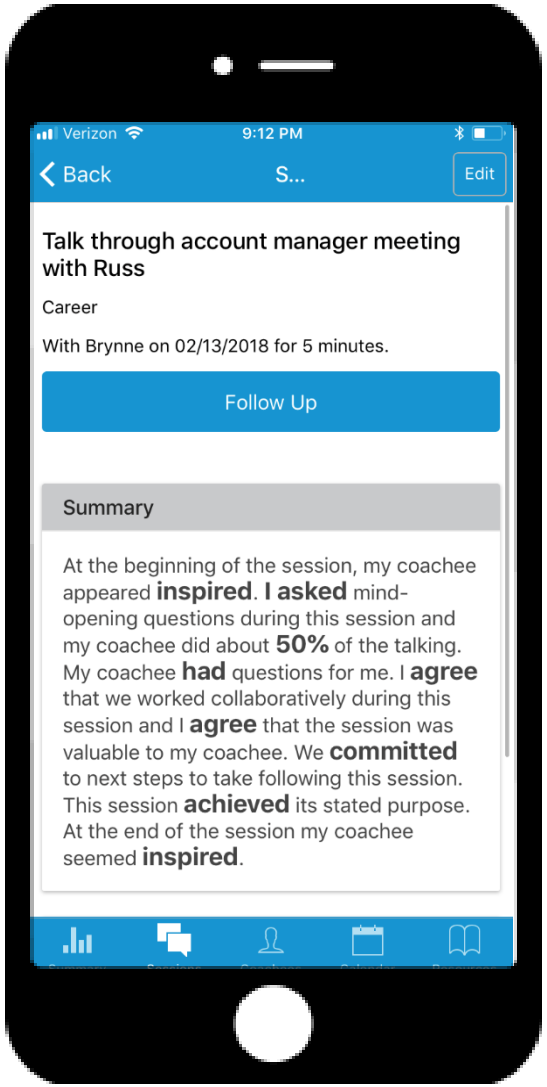
# What productivity apps can deliver

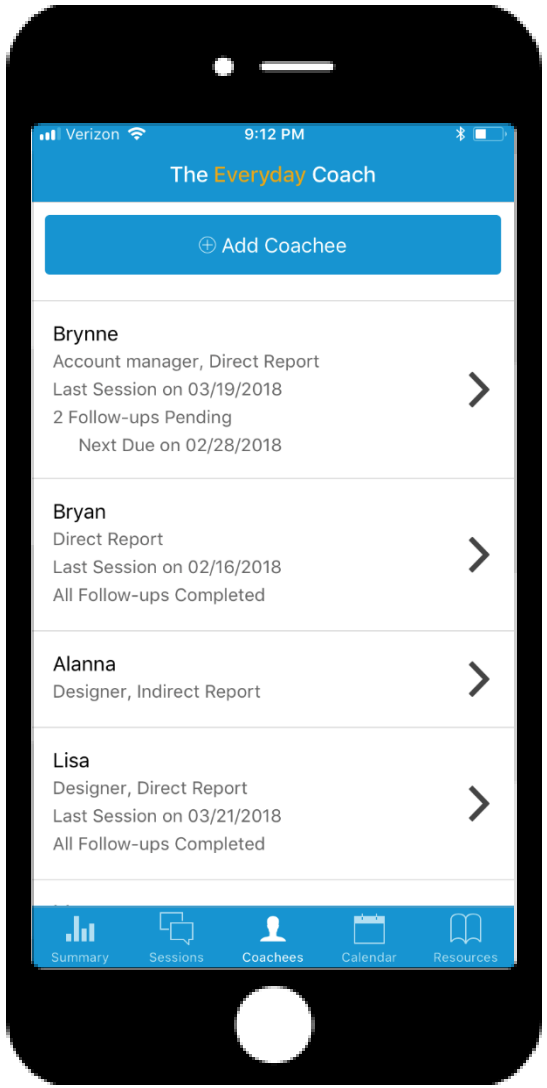


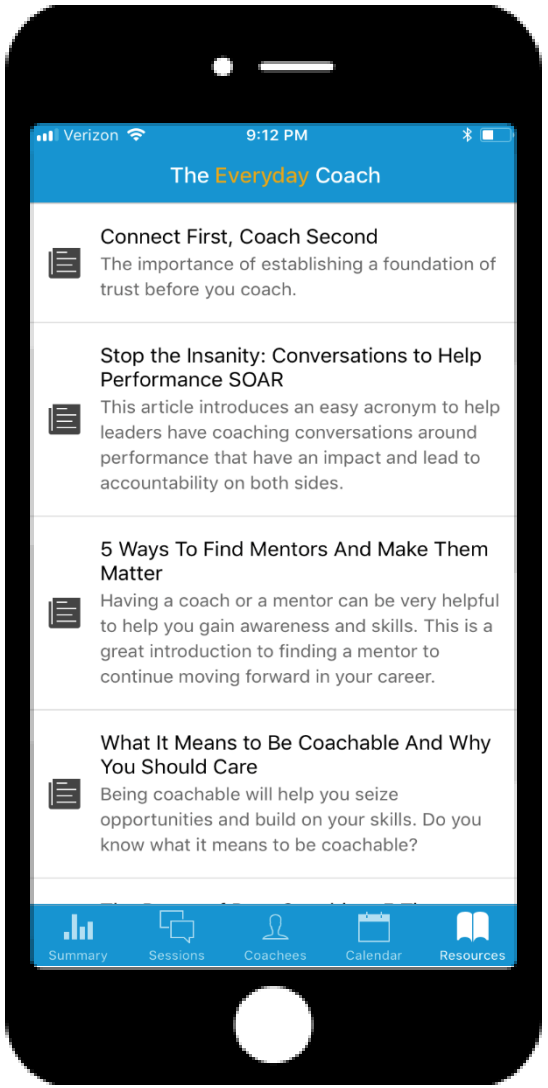



# What productivity apps can deliver



# Delivering the experience

- Augment current learning
- Serve up additional opportunities to learn
- Offer reinforcement post-learning
- Provide learning boosts
- Deliver performance support
- Commit to a coaching culture

# Crafting the mobile coaching experience

## Plan

Determine the desired outcome

Identify where the coaching is needed

Assess opportunities for technology (SMS, video, app) and select platforms

## Design

Build the project plan and capability needs (designer, moderator, "actors")

Identify content and interaction points

Identify sequence, cadence, access, & communications

## Storyboard and Script

Create the coaching "story" and flow using your content

Script the written connective tissue that links one activity or experience to another

## Test

Identify your test group (employees/ leaders)

Conduct group and individual tests of all features & activities

Modify experiences and scripting as needed

## Go Live!

Enact your communication plan

Socialize, socialize, socialize!

Incorporate feedback from participants as soon as possible and scale!

# Questions to consider

- What devices do your learners and leaders have?
- Do you need to remind, engage, practice, or enable? (or all of it)
- Do you moderate?
- Self-directed? Cohort?
- What platform would have greatest adoption?

**What ELSE?** Share your thoughts in the Chat pane.

# How mobile coaching platforms are used today...

**Leadership Development:** Reinforce key topics and provide additional resources

**Sales:** Practice elevator pitch, position value, overcome objections, deliver product knowledge

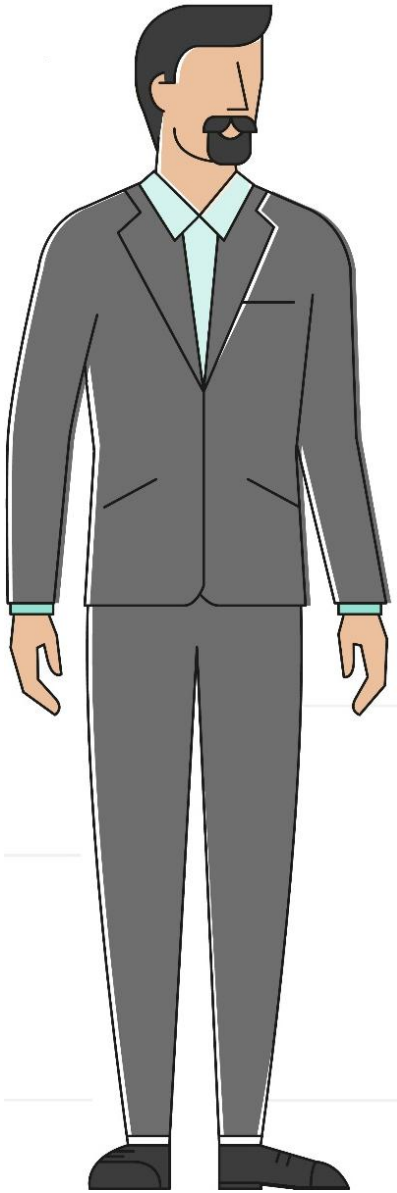
**Onboarding:** Provide light, over-time contextual information delivered on a specific cadence

**Interpersonal Skills:** Create opportunities to practice crucial skills such as negotiation, conflict resolution, feedback, delegation, etc.

What great ideas do you have?

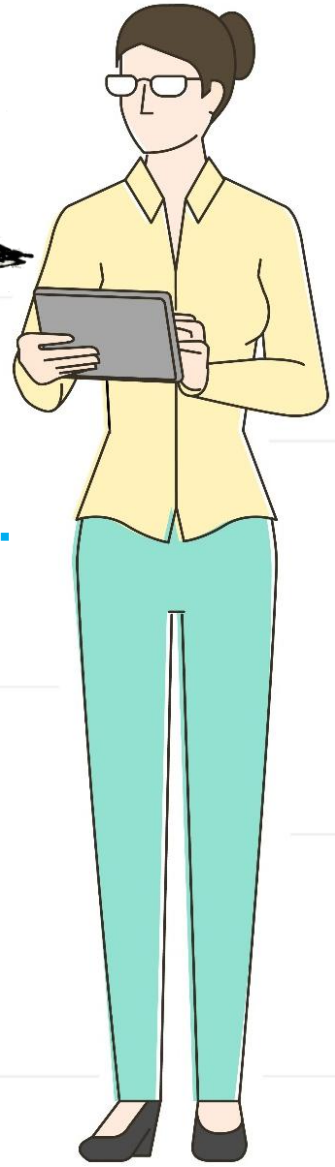
**Share them in the Chat pane.**

# When integrating mobile coaching platforms into your organization…



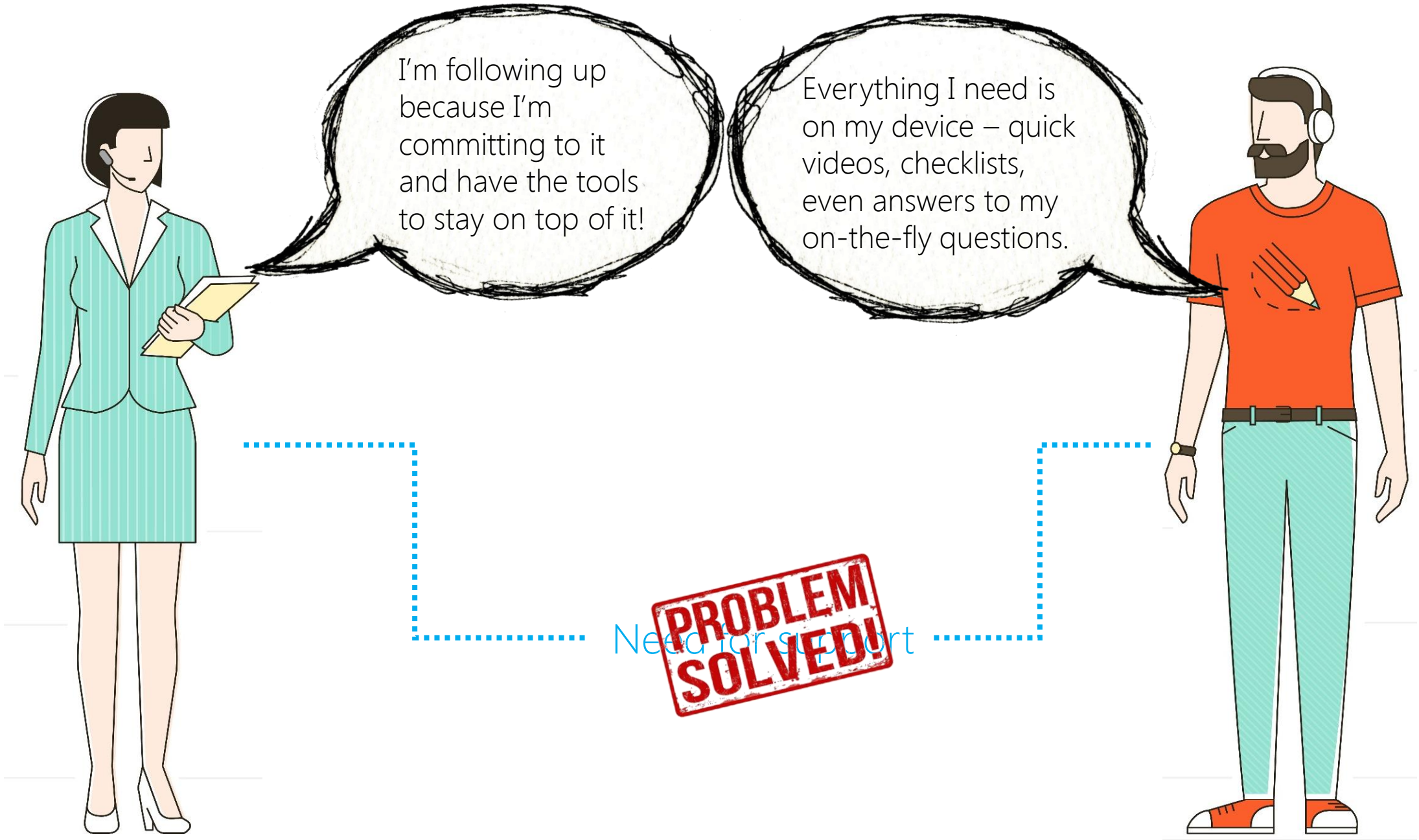
No matter my travel schedule I can coach my team on their sales conversations!

Finding time is always a challenge, but getting reminders keeps me honest!



Need for connection

PROBLEM SOLVED!


I'm following up because I'm committing to it and have the tools to stay on top of it!
Everything I need is on my device – quick videos, checklists, even answers to my on-the-fly questions.
PROBLEM SOLVED!
Need for support

Thank you to Mobile Coach, Practice, and GP Strategies for letting us use their tech as a backdrop for our conversation today.

## Connect with us!

gpstrategies.com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