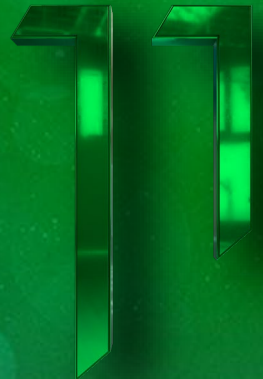# COACHING DEMO:
Invite vulnerability
to increase trust in teams

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Team coaching

The International Coach Federation defines team coaching as:

partnering

in a **co-creative** and **reflective** process

with a team and its **dynamics and relationships**

in a way that inspires the team to **maximise their ability and potential**

to reach their **common purpose and shared goals.**

A few ICF team coaching competencies

Interact with the team as a single entity (a systems approach)

Remain objective and aware of team dynamics and patterns

Encourage participation and reflection from all members

Today's demonstration

Invite vulnerability:

take the team on a personal and interpersonal journey

of identifying and sharing personal attributes and preferences.

Teams need trust -- and vulnerability

Trust is about vulnerability: team members who trust one another learn to be comfortable being open, even exposed, to one another around their failures, weaknesses, even fears.

Patrick Lencioni
(5 dysfunctions of a team)

Trust is a product of vulnerability that grows over time and requires work, attention and full engagement.

Brené Brown

The team's purpose: Manage change post-acquisition

A committee to manage change after an acquisition.

They come from both companies.

They are just starting to work together.

Their first task is to develop a new brand.

The two merging organisations:

PillarRock Bank

Based in London, UK
Traditional retail bank
Global reach
Established in 1965
Wants to attract younger customers
Needs to reinvent post-pandemic

FastTrack FinTech

Challenger Bank from Silicon Valley
Financial technology company
Founded in 2016
Market value is soaring
Customer base is growing rapidly
Customers are mostly under 40

Purpose of today's coaching session

To create trust through personal sharing.

Understand each other's working preferences.

To create a sense of one team – aligned and connected.

To pre-manage conflicts before they arise.

Yes, this is a real-play scenario

All of these individuals were strangers a week ago.

They are all willing volunteers (thank you team!).

The team created this scenario for the sake of this demonstration.

Let's coach!