

## Showcase Success



As your organisation evolves towards a coaching culture, there will be definite phases that come to an end and open the way to new stages of development. These are worth acknowledging as milestones along the way to take stock and showcase what's been achieved.

### Ideas to showcase your success

Tell your story – how it all started and where you're up to, the surprises, the peaks, the troughs. Laughter – what were the funny moments?

Presentation with lots of visuals and some number crunching

Displays of the main messages with meaningful images, photos of people who are coaching champions, coaching ambassadors, coachees with their comments about the coaching experience, high profile people within the organisation who role model coaching behaviour.

Short video interviews communicating real views, especially the before and after type.

Awards – fun or serious – from flowers to certificates – something that represents a big thank you, a well done, a 'we couldn't have done this without you', we appreciate you. These live on in people's hearts and on their bookshelves.

Include food that's a little bit special, so people feel it's a treat not an extravagance.

Take lots of photos.

Add the best bits to the website, newsletter etc.

Thank people for coming.

The emotions surrounding success are very infectious, particularly when delivered with humility and pride. The right scale promotion of the success will build momentum, attract new interest and support and reinforce what's important. An event that showcases success is like coming to the end of a chapter in a really good book. A pause full of anticipation for what's next.

Recognition of progress is excellent for building esteem. It acknowledges, values and thanks everyone for the work they've done, their commitment and the results. These are the stories you want to be told across the organisation.