

Building an Effective Coaching Structure

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You're a leader...

And you want to make an impact. You don't just want to recruit a great volunteer team. You want to invest in them too. That's why you stepped into this role in the first place. To help kids, students and volunteers move closer to who God created them to be.

But it didn't take long to discover there simply wasn't enough of you to go around. The demands on your time are high, the to-do list too long and it seems investing quality time in a volunteer hits the backburner more often than you care to admit.

How can you truly care for your volunteers when you don't even have time to have a meaningful conversation with each of them?

You're not alone. In fact, you're feeling the tension many ministry leaders feel as they lead volunteer teams. Whether your team ranges in size from 30 to 300, there's simply not enough of you to invest in that many people.

But there is a way to make it happen. A way to structure your team so that each volunteer feels both needed and known. All it requires is time invested in a layer of key influencers. Leaders that can partner with you to expand your span of care.

Don't just wish you could invest in people in a more meaningful way. Actually do it by building a Coach Structure. Follow this simple guide and build a team of Coaches that help you lead your volunteers to grow closer and deeper in their journey with Christ.



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What's Your Goal?

To multiply ministry through volunteer leaders empowering them to lead meaningful aspects of ministry. To expand your span of care by leading & developing leaders within the ranks of your volunteer team. The strength of your ministry lies in the strength of your leaders.

To accomplish this, you will:

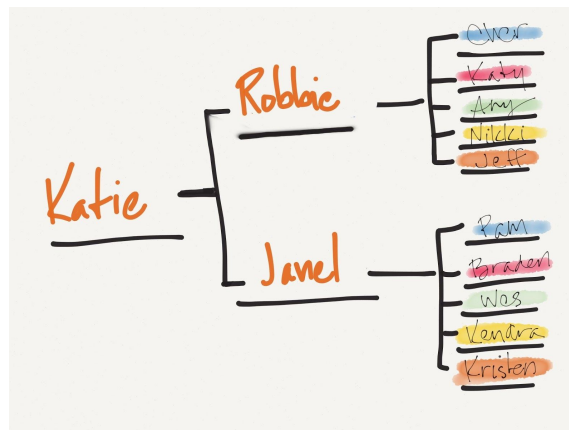
1. Visualize Your Span of Care
2. Identify What You Want
3. Define Cadence of Interaction
4. Inspect What You Expect

Step 1: Visualize Your Span of Care

The Coach model is a process of grouping volunteers within serving teams (approx 6-8 volunteers) with a designated Coach who provides care, direction, appreciation and training.

Depending on the size of your volunteer team, this can feel like a daunting task. But the most beneficial thing you can do to help you see how your team is known. Skipping this step might seem simpler in the short run, but can complicate things in the long run.

See the example below. This chart represents a layer of leadership between the ministry leader (Katie) and her Coaches (Robbie & Janel). She can see, at a glance, the five volunteers assigned to these Coaches.



As you create your organizational chart, the columns on the right will populate with your existing volunteer team in groups of 6-8. The Coach columns will populate as you recruit your Coaches to lead each group.



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Step 2: Identify What You Want

One thing we learn from sports, a quality team begins with great recruiting. When you recruit well, you have your best opportunity to lead well. And in order to recruit well, it's important to identify the qualities that make a coach successful.

When you know what makes a coach successful, you know what to look for in a prospective Coach. Below are qualifications and responsibilities of a Coach that I've summarized by key behaviors.

- Growing Spiritually - this leader has evidence of a growing relationship with Christ.
- Engages Relationally - this leader engages their team in a relationship beyond the time they serve together.
- Communicates Proactively - this leader pushes information up the chain, keeping their leader informed.
- Empowers Others - this leader looks for opportunities to give ministry away.
- Invites Others - this leader invites others to join what God is doing within the ministry.
- Can-Do Attitude - this leader chooses to stand on the solution side of a problem.

A prospective Coach may not possess all six qualities, but they show the capacity to grow in them. This improves your ability to choose immediate prospects, as well as, future prospects.

Consider what behaviors you would define that make a Coach successful. What should be on your list of behaviors?



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Step 3: Define Cadence of relationship

To elevate the critical nature of this role, a cadence of interaction is established. When you recruit a leader to a higher level of influence, the kindest thing you can do is provide clear direction, access to you, and accountability.

Clear Direction

Direction can be provided in a brief role description. A document that simply defines what you need them to do and how you need them to do it.

Access to You

I've found the most success with the following cadence of meetings:

Monthly

Monthly, one-on-one Coaches meetings provide the avenue to discuss:

- Success in defined Coaching responsibilities/behaviors
- Feedback and insight into ministry wins & misses
- Needs or concerns of team members
- Ideas for improvement

Quarterly

Quarterly group meetings with Coaches and Senior Coaches provide an avenue for:

- Collaboration around common challenges & solutions toward growth
- Ideas to improve quality of team & ministry
- Encouragement & Appreciation

Training

When you recruit well, you recruit hungry leaders. And they want your investment. So, be sure to offer quality avenues in which they can grow as a leader. Coach training can focus on:

- Spiritual Development: to increase their personal development.
- Personality & Strengths Testing: to improve their ability to discern the strengths of their team and help them grow.
- Leadership Development: to increase their capacity to lead others.
- How to have effective Coaching conversations: to maximize their interactions with those they lead.



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Step 4: Inspect What You Expect

Where performance is inspected, performance improves. And when you recruit quality leaders to a well defined vision, they aren't surprised when you hold them accountable to outcomes. So don't hesitate to lean in.

Prior to a scheduled meeting, invest some time asking yourself some important questions such as:

- Do I see evidence of connection with the team they coach?
- Do I see a behavior where they truly excel?
- Do I see a behavior where improvement is needed?

A solid leader will jump over the bar you set. It's up to you as to where you set it.

Are you looking for more? Can a ministry coach help you in this season? Click [here](#) and let's talk. I'd love to help.

